

IN THIS ISSUE

TAFT vs. EISENHOWER

A REPORT ON THE REPUBLICANS



HIGH SCHOOL GIRL
ON VACATION

CAROL BRAUN

20 CENTS

AUGUST 6, 1951

CIRCULATION OVER

5,200,000

25% to 50% more food space

General Electric Refrigerators give you much more storage space than most refrigerators now in use... yet they occupy no larger floor area!



All the food you see here can be placed easily and quickly in the new 10-cu-ft General Electric Refrigerator-Food Freezer Combination shown below.

There's space for everything... and everything's in its place when you invest in one of the new General Electric Refrigerators.



Most G-E Refrigerators are available with both right- or left-hinged doors.



NEW! REDI-CUBE ICE TRAYS!

You can pick out cubes singly, and return the rest—still in the dividers—to the refrigerator. Cubes will not drop out!



NEW! VEGETABLE ROLL-DRAWERS!

New Rolla-Drawers, on rubber-tired wheels, roll quietly. So easy to keep clean. High-humidity cold keeps vegetables crisp and fresh.



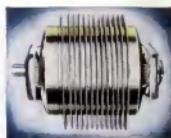
SPECIAL BUTTER CONDITIONER!

No more hard butter! This special conditioner, built into the door, keeps a full pound of butter at spreading temperature!



NOW! FOODS REMAIN CRISP AND FRESH!

Frost does not build up in the fresh-food section. Uncovered foods do not dry out. Foods remain crisp and fresh!



NEW! IMPROVED MOTOR AND INSULATION!

New G-E motor assures more quiet operation. New, higher-efficiency Fiberglas insulation in the cabinet further reduces fan operating cost!

Ask your neighbors about G-E dependability

GENERAL  ELECTRIC

"He's Hanging Himself Right Now!"



"MARK MY WORDS," Edith went on, "by the time they've gone twice around the dance floor, he'll get the complete brush-off from her."

"But why?" Polly queried. "He's so attractive . . . seems so attentive . . ."

"Indeed he is. And he's been wangling this date for weeks. Poor guy . . . he's through before he even starts . . . and he'll never know why*."

This sort of thing can happen, and usually does, when people are careless about halitosis* (unpleasant breath).

How About You?

Are you guilty? The insidious thing about halitosis is that you, yourself, may not realize it is present. So the very moment you want to be at your best, you may be at your worst . . . offending needlessly.

Sometimes, of course, halitosis comes from some systemic disorder. But, usually—and fortunately—it is only a local condition that yields to the regular use of Listerine Antiseptic as a mouth wash and gargle.

Why Run Such A Risk?

Don't risk offending others. And don't trust to makeshifts. Put your faith in Listerine Antiseptic

which millions have found to be an *extra-careful* precaution against halitosis. Really fastidious people look up to Listerine Antiseptic as part of their passport to popularity. It's so easy, so delightful to use, so lasting in effect.

Sweetens for Hours

Listerine Antiseptic is the *extra-careful* precaution because it sweetens and freshens the breath, *not* for

seconds or minutes . . . but for hours, usually. Your breath, indeed your entire mouth, feels wonderfully fresh and clean.

Never, never omit Listerine Antiseptic before any date where you want to be at your best. Better still, get in the habit of using it night and morning for that clean, fresh feeling.

LAMBERT PHARMACEUTICAL COMPANY, St. Louis, Mo.

Before every date . . . LISTERINE ANTISEPTIC . . . it's Breath Taking!

This One



GQ98-FN4-X652

NARROW MARGIN

*Even Mrs. Beale
never knew how narrow
it really was...*

THE TELEPHONE on Fred Conlin's desk rang. He picked it up. "Conlin talking."

"Mrs. Conlin talking," the voice on the other end mimicked. "I just wanted to know if you'd be home for dinner at the regular time tonight, Fred."

Fred glanced at the calendar on his desk and said, "Looks as if I will, Mary. Anything special?"

"Well, I was wondering if you could pick up Nancy on the way. She's over at Susan Beale's birthday party, and it will be over about six. Would you stop for her?"

As Fred Conlin was driving down Locust Street toward the Beale house it occurred to him that Susan Beale must now be ten years old—the same age as his own daughter, Nancy—because they were in the same grade at school.

And if that was so, then it was already nine years since Susan's father was killed in that accident up state... nine years since he had gone to tell Susan's mother about the provisions her husband had made for her and the child.

He remembered how Tom Beale had kept want-

ing to put off talking about more life insurance—first "until he was better fixed," then "until next summer," and finally "until business picked up a little." But Fred had kept right on—and it was the additional New York Life insurance Tom Beale eventually did take that had made all the difference to his family. Fred was sure that even Mrs. Beale never fully realized by what a narrow margin she and Susan had missed being deprived of so many things that mattered . . .

Fred stopped the car and waved to Mrs. Beale as Nancy came running down the path.

As they were driving home the child said, "Dad, Susan had such a nice party today."

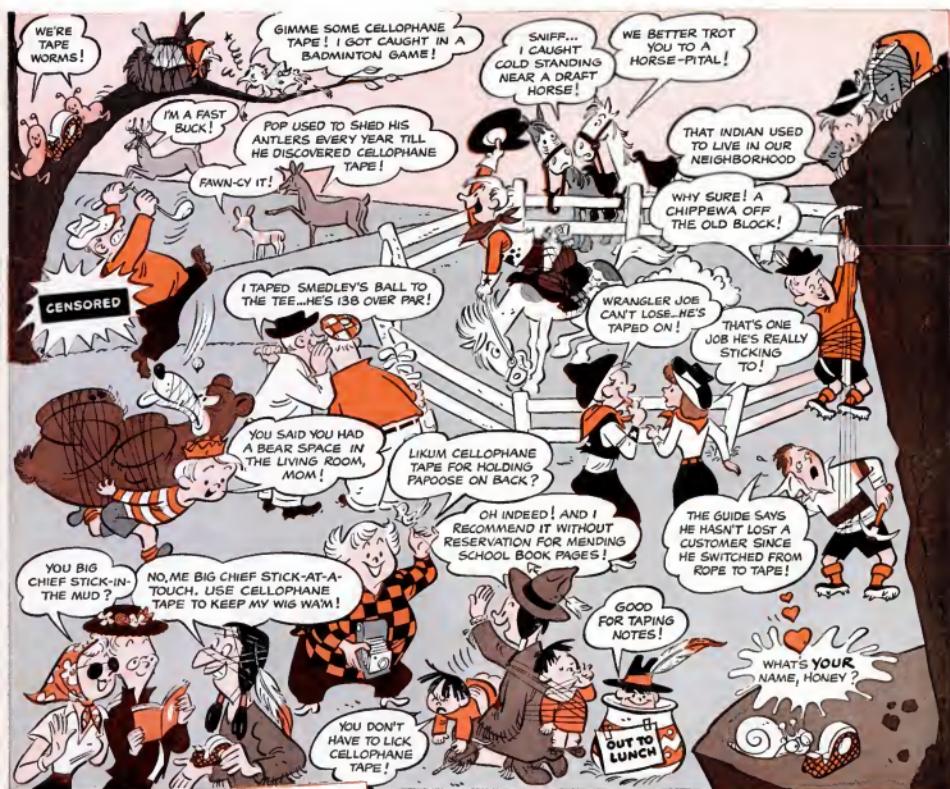
Fred smiled. "I'm glad to hear that, Nancy." He drove in silence for a moment, thinking how good it was to know that Susan would be able to have many, many nice birthdays just like the other children. Then he added, "Yes, Honey, gladder than you think . . ."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.



When you go on a trip...
put a roll in your grip!



"SCOTCH" BRAND TAPE does a fine temporary repair job on cracked watch crystals. It's the best cellophane tape you can buy!



WRAP PACKAGES in a wink with the tape that seals instantly, doesn't wrinkle or creep. That's "SCOTCH" cellophane tape!



TAPE ROAD MAP to sun visor for easy reference. It will stay in place indefinitely if you use genuine "SCOTCH" Brand tape.



SKIRT HEM RIPPED? A strip of genuine "SCOTCH" Brand cellophane tape will hold it in place, save the day for you!



BE SURE YOU GET THE BRAND OF TAPE YOU ASK FOR... "SCOTCH" Brand cellophane tape can buy! It's the original, the best cellophane tape you can buy! For successful sealing, holding and mending, look for the familiar red-and-green plaid dispenser and the brand name "SCOTCH"!

© 1951 3M CO.

The term "Scotch" and the plaid design are registered trade marks for the more than 100 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underneat" Rubberized Coating, "Scotchite" Reflective Sheeting, "Safey-Wall" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Canadian Minnesota Mining & Mfg. Co., Ltd., London, Canada.

You don't have to be an Athlete...to get Athlete's Foot



At first signs of peeling between toes, burning,
itching, USE MENNEN QUINSANA*

7 out of 10 are infected yearly with Athlete's Foot—many without knowing it! And summer is the most dangerous season. Protect yourself! Never neglect a mild case—it may suddenly turn serious! At first signs, use soothing, cooling, fungicidal Quinsana. Its effective action fights the parasitic fungi which cause Athlete's Foot . . . helps relieve the discomforts which accompany this stubborn infection.

Get fast relief with QUINSANA

Use Mennen Quinsana every day—See your chiropodist-podiatrist regularly.

Easy 2-way
Daily
Treatment

1. Shake Quinsana on
feet, especially
between and
under toes.

2. Shake Quinsana in shoes to
help keep
feet cool.

MENNEN
QUINSANA

ATHLETES
FOOT

only
49¢

Get it—Today!

*QUINSANA is the Registered Trade Mark of The Mennen Company.

Yogi Berra says

"I add water
only 3 times
a year"

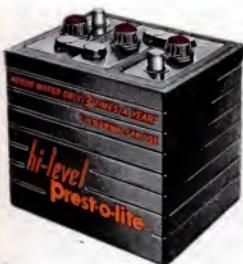
PREST-O-LITE HI-LEVEL BATTERY...



Yogi Berra, most colorful catcher in baseball and star clutch-hitter for the New York Yankees, finds Prest-O-Lite Hi-Level has over 3 times the liquid reserve of ordinary batteries—goes 3 times as long without adding water.

IN NORMAL CAR USE

needs water only 3 times a year



INSTALL a Prest-O-Lite Hi-Level Battery in your car and enjoy the comfort and convenience of this new principle of battery design. The Hi-Level Battery needs water only 3 times a year in normal car use and because of its advanced engineering

design, it lasts longer, in tests conducted according to accepted life cycle standards. For quick starts and dependable service, see your Prest-O-Lite Dealer.

PREST-O-LITE BATTERY COMPANY, INC.
Toledo 1 Ohio

SEE YOUR PREST-O-LITE DEALER TODAY

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CHEERS for the World's most Popular Girdle!



For Fall Fashions and Back-to-Campus!

NEW Playtex® FAB-LINED Girdle

FABRIC NEXT TO YOUR SKIN

It's the first new kind of girdle in 11 years

—the girdle praised by top fashion designers, the girdle that's caressed millions of women to new slimness in new comfort! Just see how the Playtex Fab-Lined Girdle gives your figure a slim new future for fall. With a cloud-soft fabric fused to the smooth latex sheath without a seam, stitch or bone, it's invisible under sleek clothes, allows complete freedom of action for your active autumn life. And it washes in seconds, dries in a flash.



At department stores and
better specialty shops
everywhere. Prices slightly
higher in Canada and
foreign countries.

The 3 most popular girdles in the world

PLAYTEX FAB-LINED GIRDLE. With fabric next to your skin, for cloud-soft comfort and slimness. In **SLIM**, golden tube \$5.95 and \$6.95

PLAYTEX PINK-ICE GIRDLE. So light, so cool—made by a new latex process that actually disperses body heat. In **SLIM**, shimmering pink tube \$4.95 and \$5.95

PLAYTEX LIVING® GIRDLE. With more figure control, greater freedom than girdles at three times the price. In **SLIM**, silver tube \$3.95 and \$4.95

Sizes: extra small, small, medium, large; *extra large size, slightly higher.*

INTERNATIONAL LATEX CORPORATION
Playtex Park • 1001 Dover Del.
PLAYTEX LTD., Montreal, Canada



DAYTIME HIT! PLAYTEX presents ARLENE FRANCIS in "Fashion Magic," top entertainment. CBS-TV Nationwide Network. See local papers for time and channel.



I DON'T MIND TELLING YOU, I WAS ONE SURPRISED MECHANIC WHEN THAT GIRL HANDED ME THE LOVING CUP FOR 1ST PRIZE IN A BEAUTY CONTEST!



I EXPLAINED THAT THE PRIZE SHOULD GO TO THE GENUINE FORD PARTS I USED. IT'S NO TRICK TO DO A GOOD, FAST JOB WITH PARTS THAT ARE MADE RIGHT TO FIT RIGHT.



AND I TOLD HER THAT THE JOB I DID WOULD STAY RIGHT! FOR, GENUINE FORD PARTS ARE TESTED AND PROVED FOR LONG LIFE BY THE MEN WHO BUILT HER FORD!



I EXPLAINED SHE'D SAVE TIME, MONEY AND HER FORD IF SHE ALWAYS SPECIFIED GENUINE FORD PARTS!



AVAILABLE WHEREVER
YOU SEE THIS SIGN AT ALL
FORD DEALERS AND SELECTED
INDEPENDENT GARAGES

KEEP YOUR
FORD
ALL FORD

LETTERS TO THE EDITORS

DAGMAR

Sirs:

Congratulations! The *LIFE* cover of Dagmar (July 16) looked radiantly beautiful! She is graceful and can really grace a page. Besides, she sings great and has plenty of talent; even if you have to just look at her, I love her—who doesn't?

FRANK PERETTA

Copiague, N.Y.

Sirs:

Dagmar sure brought *LIFE* to the Drexel Hill post office.

BOB BENNETT

Drexel Hill, Pa.

Sirs:

WOW!!! JOEL H. SPRINGER JR.
San Francisco, Calif.

JOAN WOODWARD

Detroit, Mich.

"WE'LL STAY PUT"

Sirs:

As a member of the Air Force I thought I had won everything, but Dagmar takes all honors.

W. M. BRUCE JR.

Little Rock, Ark.

Sirs:

... As a member of the American Welding Society, I am delighted that

MRS. BARBARA C. BERNARD

Holyoke, Mass.

Sirs:

If America has so obliterated imagination that even a transplanted Englishman would choose a washing machine over honorable heritage, then I would wonder if we're *America*, not England, who had "passed her peak."

L. A. N. CASTER

Toronto, Ont., Canada

Sirs:

It was only after *LIFE* had gone to press that an 11th-hour development put a new light on our rather well-publicized problem.

The original assumption was that our six-month period for deciding whether or not to accept the legacy had begun on the date of my cousin's death. It has now been established that this period has not yet started and will not until the trustees turn over the assets. So we are right back where we started from.

JAMES N. GAPE

MARY P. GAPE

Cuyahoga Falls, Ohio

OPTIMIST IN ARMS

Sirs:

Andre Laguerre's article, "Optimist in Arms" (*LIFE*, July 16), is a splendid,

CONTINUED ON PAGE 33

Please send

LIFE

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

ONE YEAR \$6.75 excepted U.S.A., Hawaii, Alaska, Puerto Rico, Virgin Is. (1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsletter or to your local subscription agent or to *LIFE*, 500 N. Michigan Ave., Chicago 11, Ill.

L-6470



Transfusion?

Yes, in a way—but from this "plasma" bottle tiny grains of carbon are being poured into used telephone transmitters to give them a new lease on life and get them back in action fast.

Life extension programs like this—carried on as part of Western Electric's job in the Bell System—have helped to make Bell telephone service the bargain it is. Today, hundreds of such operations in Western Electric repair

shops are extending the life of telephone equipment and—particularly important today—are conserving critically needed defense materials.

This is one more way in which Western Electric people, working closely with Bell Laboratories research people and Bell Telephone Company operating people, have helped give this country a great national asset—the best telephone service on earth.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

How to tell if you're among friends



He liked me in his arctic way
But I simply could not stay
(The ice was served up by the block
And not a drop of good White Rock).



These sons o' Prophets welcomed me
Urged me to stop indefinitely—
But with no White Rock, Ginger Ale
The desert was a thirsty trail.



A brunette on a tropic isle
Tempted me to stay awhile
But the romance was no dice
Without White Rock chilled on ice.



This friendly chief gave me a wife
If I said no, he'd end my life—
So I got going on my safari
To White Rock Land, by gosh, begorri!



Home! my heart is in a whirl!
To date again my White Rock girl
Her Ginger Ale packs ginger zest
And Sparkling Water mixes best!



White Rock

FAMOUS SPARKLING WATER
DELICIOUS DRY GINGER ALE



* 22 kt. gold rim on the "White Rock Girl Glass," shown above. Set of 6 for \$1.00 each. Order from White Rock, One Park Ave., New York 16, N.Y.

**Buy
with an
eye
to the
future-
buy
Burroughs**



"How long will it last?" is a mighty important question about the adding machine you buy today.

You can be sure that the Burroughs you buy will perform to perfection in the years ahead because Burroughs machines have earned a worldwide reputation for superior dependability. So be sure the adding machine you buy is the best . . . be sure it's a Burroughs. Consult the yellow pages in your phone book for the Burroughs office nearest you. Burroughs Adding Machine Company, Detroit 32, Michigan.

WHEREVER THERE'S BUSINESS THERE'S

Burroughs



LETTERS TO THE EDITORS

CONTINUED

reassuring report on the growing build-up of strength in Europe—but strangely omitted my reference to the \$6.5 billion Mutual Defense Assistance Program.

MDAP is an important part of the NATO-SHAPE team, and is supplying much of the essential military hardware for General Eisenhower's forces of freedom.

Since initial shipments began 16 months ago, MDAP has supplied more



than one million tons of equipment to Western Europe, more than 400,000 tons to the Middle East and 200,000 tons to the Far East.

The MDAP shield (above) is affixed to every item of equipment shipped under the program.

JOHN R. ADAMS
Office of Military Assistance
Washington, D.C.

SPEAKING OF PICTURES

Sirs:

You show a picture of a plumber (Speaking of Pictures, Lire, July 16). This is the most ridiculous looking character I have ever seen. It appears as if you went down to the Bowery for this individual and also to some hock shop for that wrench. We have noticed that wrench in 20 years. I think you have done an injustice to the plumbing profession.

J. N. SMITH
Elmhurst, N.Y.

• A trade publication, *California Plumbing Contractor*, of San Francisco apparently disagrees, plans to run the picture in a forthcoming issue.—ED.

PUBLIC KIDNAPING

Sirs:

The tug that towed the dredge *Manhattan* ("Kidnapping in Public," Life, July 16) from Philadelphia to Bangkok was the *Zembla Zee*, the largest tugboat ever built—she develops 1,000 horsepower. This is the only tug that could have made the voyage of 4,000 miles at an average speed of 200 miles a day.

J. SOLLEVOLD
New York, N.Y.



AFTER FLOOD, MUD

Sirs:

Our hearts go out to the poor beleaguered woman who was shown slogging

CONTINUED ON NEXT PAGE

Watch For

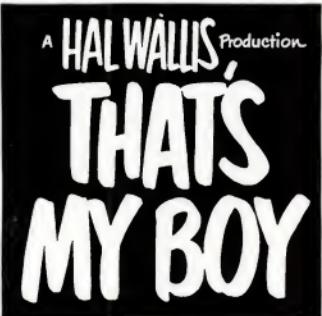


America's
Greatest
Comedy Team!

DEAN MARTIN and JERRY LEWIS

in their
NEWEST and GREATEST
motion picture comedy!

IT'S DIFFERENT!



DEAN MARTIN AND JERRY LEWIS

in HAL WALLIS' production "THAT'S MY BOY" and co-starring
RUTH HUSSEY • MARION MARSHALL • POLLY BERGEN
WITH RUGH SANDERS • JOHN MCINTIRE • TOM HARMON • PRODUCED BY EDDIE MAYEROFF
ASSOCIATE PRODUCER, STORY AND SCREENPLAY - CY HOWARD • DIRECTED BY HAL WALLIS



BERT PARKS, STAR OF TV HIT, "BREAK THE BANK," SAYS:

MEN! I'LL PAY YOU
25¢ FOR TRYING
AMAZING NEW
VITALIS Hair CREAM



"Yes, sir—I'll send you 25¢ if you try a bottle of new VITALIS Hair CREAM made by the makers of famous Vitalis," says Bert Parks.

"I make this daring offer because I know you will prefer this remarkably different cream hair after it."

No doubt about that! For new VITALIS Hair CREAM is not thick, heavy, like other cream oils.

It is lighter-bodied—not sticky, not greasy. Yet it keeps your hair in place perfectly, with a long-lasting groom—without heavy film or slick look. Cleaner to use, too—rinses off your hands and comb instantly, with plain water.

Holds hard for easy flow, in a handy shake-top bottle. So try sensational new VITALIS Hair CREAM—and get your 25¢ from VITALIS Hair CREAM.

Hurry!

Cash in on this daring offer now. Get VITALIS Hair CREAM today!

HERE'S ALL YOU DO!

- Buy a bottle of VITALIS Hair CREAM at any drug counter.
- Try it. Then tear off the front panel of the canister, write your name and address on the back and mail to—

VITALIS Hair CREAM, Box 294

New York 46, N. Y.

New 25¢ will be promptly mailed to you. Offer expires October 31, 1951. Limited to one bottle per family. Take advantage of this money-saving offer now—and meet the world's best liquid cream hair tonic.



REGULAR
99¢ SIZE
EQUALS LEADING
50¢ SIZE CREAM
OIL! (ALSO IN
25¢ SIZE)

Made by Bristol-Myers, makers of famous Vitalis

NEW!

Vitalis
HAIR
Cream

LETTERS
TO THE EDITORS

CONTINUED

ging through the mud in your Picture of the Week" (Life, July 16). It is not surprising that she would be inundated with water and slime, but you have to catch her with her limbs rolled up and her hair disarranged.

ROGER BROWN
Ann Arbor, Mich.

IRRESISTIBLE BLOWTORCH

Sirs:

The credit for developing this "Irresistible Blowtorch" (Life, July 16) should not be given to Dr. Grossesse alone. I designed and helped construct the torch while Dr. Grossesse was still saying it could not be done. . . .

RUSSELL A. MILLER
Philadelphia, Pa.

• Dr. Grossesse and Mr. Miller jointly held the patent for the "Irresistible Blowtorch."—ED.

BONE-DRY BASEMENT

Sirs:

... AKONA HAS BEEN GOING EVERYWHERE PICTURING YOUR ARTICLE, "HOW TO HAVE A DRYER BASEMENT" (Life, July 16), FOR THE LAST THREE YEARS AND ON A MONEY-BACK GUARANTEE. . . .

LOU GEIB

THE OHIO AKONA CO.,
CLEVELAND, OHIO

Sirs:

We have used Coprox on interior basements under water pressure and obtained excellent results. We have been engaged in the renovation of brick, stone and masonry for many years and consider Coprox better than any other product we have used.

JOHN F. McCANN

Upper Darby, Pa.

Sirs:

You state "Coprox differs from other . . . waterproof paints because it not only plugs all the pores but unites in a permanent bond with the masonry." Bondex cement paint has been doing this for 27 years.

JAMES B. CONNORS

Cranford, N.J.

• LIFE is not prepared to weigh the claims of competitors, merely repeat that Coprox will waterproof your basement. Coprox' claims have been verified with independent building, contracting, engineering and paint firms throughout the country.—ED.

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Happy Birthday

Wishes mean more

when you remember

to send finer

GIBSON

Birthday Cards

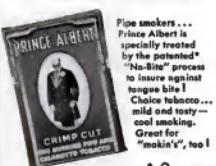
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Publishers since 1850

Bite's Out



Pleasure's In!



More Men Smoke
Prince Albert
than any other tobacco

*Patented
July 30, 1957

SEE FOR YOURSELF HOW YOU AND YOUR CHILDREN
CAN NOW HAVE GREATER VIEWING COMFORT

An Announcement of Greatest Importance

by Sylvania Television

SCIENTISTS have known for years that greater comfort in viewing television could be obtained by "Surround Lighting," a laboratory term used in the science of optics.

Now Sylvania has applied this principle to a television screen and has named it **HALOLIGHT**. Only Sylvania has **HALOLIGHT**.

What is **HALOLIGHT**?

It is a border of soft, cool light that frames your television picture.

What does **HALOLIGHT** do?

It reduces the contrast between your brilliant TV screen and its darker surroundings.

Why does **HALOLIGHT** make televiewing pleasanter?

Because this frame of light offers a transition for the inner eye between a brilliant light and the contrast of darker room illumination.

Does **HALOLIGHT** affect the picture?

Yes, it actually makes the picture look clearer—makes it seem larger.

Is **HALOLIGHT** just an added feature?

No, it is an important improvement—built into the Sylvania TV set—the most important advance in years in television viewing.

Why is Sylvania FIRST with **HALOLIGHT**?

Because Sylvania research scientists have the benefit of 50 years of background in lighting and electronics.

You will find **HALOLIGHT** exclusively on the leading models of the **SYLVANIA GOLDEN JUBILEE** Television Sets in a few weeks, at your nearest Sylvania dealer's store.

Meanwhile, send for 12-page illustrated booklet, "Greater TV Viewing Comfort for You—and Yours," describing **HALOLIGHT** in detail—sent free on request.

*Sylvania Trademark

SYLVANIA TV



SYLVANIA ELECTRIC PRODUCTS INC., RADIO AND TELEVISION DIVISION
256 RANO STREET, BUFFALO 7, N.Y.



FRONT PAGE of Gleason's always carried large illustrations such as this drawing of a group of exiled

Hungarian officers. In the past century only the reasons for which Hungarians are exiled have changed.

SPEAKING OF PICTURES . . .

. . . First illustrated weekly put life in the 1800s

The drawings on these pages first appeared in *Gleason's Pictorial Drawing-Room Companion*, a magazine which, journalistically speaking, is an American ancestor of *LIFE*. *Gleason's*, which was the first illustrated weekly in the U.S., was founded in Boston by Frederick L. Gleason and Maturin Ballou in 1851 and circulated successfully (\$3 a year, 100,000 readers) until 1859. It was copied after the *London Illustrated News*, and the chief engraver of that magazine took over the engraving at *Gleason's*. Eight of its 16

pages were made up of woodcuts, sometimes from sketches drawn on the spot, sometimes from news accounts, on travel, natural history and assorted subjects of current interest, and it also published serials and short stories, moral essays and poetry. Editorially, *Gleason's* was conservative. In reference to the strong-minded ladies who were then campaigning for women's rights, the magazine said, "We tremble for their modesty, delicacy and truthfulness to the sweet characteristics of their better natures."



NEW COIN issued in 1851, both sides of which are illustrated above, was the California \$50 gold piece.



Although of a slightly different quality than other U.S. (gold) coins, it was used in general circulation.

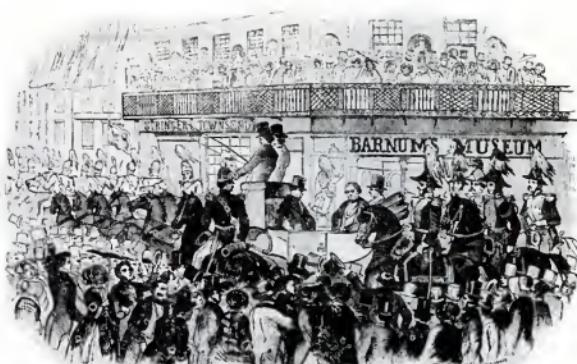


KOHINOOR DIAMOND, in cage at the London World's Fair, was drawn by artist from a news clip.



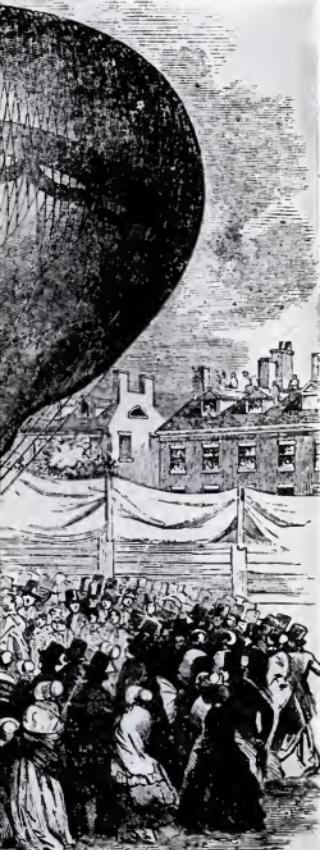


BALLOON RIDE took place in Philadelphia. The daring lady rose nearly two miles, got down safely.



PRESIDENT FILLMORE (hatless in carriage) rides up Broadway on trip to New York in 1851. The

presidential parade is going by museum, whose owner, P.T. Barnum, later founded the famous circus.



GOLD PROSPECTORS, who had just returned by ship from California, were sketched by Gleason's

artist on the spot in Philadelphia as they waited impatiently outside U.S. mint to have their gold assayed.

"Soaping" dulls hair— Halo glorifies it!



*Removes
embarrassing
dandruff from both
hair and scalp!*



Yes, "soaping" your hair with even finest liquid or oily cream shampoos leaves dulling, dirt-catching film. Halo, made with a new patented ingredient, contains no soap, no sticky oils.

Thus Halo *glorifies* your hair the very first time you use it.

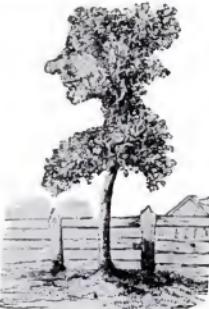
Ask for Halo...America's favorite shampoo...at any drug or cosmetic counter!



Halo reveals the hidden beauty of your hair!



DANIEL WEBSTER, then Secretary of State, was sketched in Boston during a speech which was made outdoors because Boston aldermen denied citizens use of a hall.



"LADY IN TREE" was a sketch made by reader Gleason's requested contributors, as does LIFE, to accompany their communication with an appropriate description."



AIRSHIP, under construction in Hoboken, N.J. in 1851, was drawn by artist as he imagined that it would look in the air. Gleason's commented, "If successful [which he wasn't] the inventor will have discovered a greater improvement than even Fulton."



SEA COLLISION took place near the U.S. East Coast when the steamer *Europa* ran down and sank the fishing schooner *Florence* during the night. Like many of the sketches in Gleason's, this one was created with the help of news stories and other drawings.



"That's the 5:15 - from Paris"

Kids are kids same as ever . . . though time has changed the scene.

Today they love to watch a giant TWA Skyliner as it glides in right on schedule after a smooth, comfortable overseas flight. And their heroes are the men who fly the planes . . . the skilled TWA crews who, in logging more than 20,000 Atlantic crossings, have helped TWA set standards of transoceanic service unsurpassed by any other airline in the world.



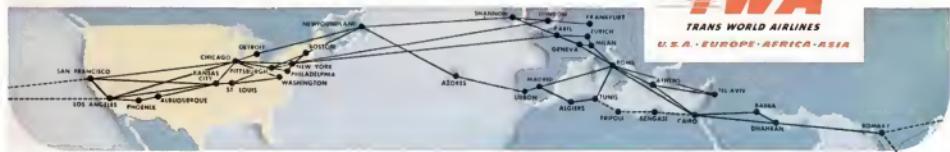
Where in the world do you want to go? For information and reservations, call TWA or see your travel agent.

ACROSS THE U.S. AND OVERSEAS...YOU CAN DEPEND ON

TWA

TRANS WORLD AIRLINES

U.S.A.-EUROPE-AFRICA-ASIA





Teresa Wright says:
(Mrs. Niven Busch)

"I love to see a man smoke a Cigarillo"

Echoing the words of Teresa Wright,
the ladies everywhere praise the stylish, manly look
of The New Idea in Smoking... Men love
its delicious mildness and welcome real smoking
pleasure in trim, handy shape...
The perfect *mild* smoke.



Convenient as a cigarette...
Fits neatly between the smoker's lips
...or into a holder.

Teresa Wright, motion picture star and Academy Award winner,
and Niven Busch, author of "Duel in the Sun" and other novels.

Robt. Burns
Cigarillos 5¢
"IN A CLASS BY ITSELF"



LIFE

REG. U.S. PAT. OFF.

August 6, 1951

Vol. 31, No. 6

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CONTENTS

THE WEEK'S EVENTS

HEADLINES TELL OF KOREA AND CONGRESS, BUT	
SUMMER IS THE REAL NEWS.....	21
EDITORIAL: WHAT'S IN USE OF KOREA.....	22
LOVING LANDS GROW SUDICIOUSLY SHY.....	23
AMERICA PAYS HOMAGE TO A GREAT ADMIRAL.....	30
THE ARABS MOURN A LOST KING.....	32
THE FRENCH BURY PETAIN.....	34
VENUS TAKES THE STUMP.....	35

PHOTOGRAPHIC ESSAY

A WAY OF LIFE WITH NEIGHBORS.....	75
PHOTOGRAPHED FOR LIFE BY ANDREAS FEININGER	

ARTICLES

TAFT OR EISENHOWER: THE CHOICE NARROWS, by ROBERT T. ELSON.....	86
"DON'T GIVE UP, YOU WEEKLING!" by TED SIEKERS.....	89

NATURE

NATURAL CAMOUFLAGE.....	44
PHOTOGRAPHED FOR LIFE BY LILO HESS	

FASHION

CHAMELEON COTTONS.....	53
------------------------	----

SCIENCE

A-BOMB'S RAYS PRODUCE GLOWING CORN.....	65
90-CENT WEATHER BUREAU.....	67

MOVIES

HOLLYWOOD SUNSET.....	73
-----------------------	----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	8
SPEAKING OF PICTURES: FIRST ILLUSTRATED WEEKLY.....	
PUT LIFE IN THE 1800s.....	14
PEOPLE.....	42
LIFE GOES TO A ROUGH REGATTA.....	102

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LIFE'S COVER



Among themillions of Americans whowhist week were deeply engrossed in a summer program of fun (pp. 21-27) was the pert and freckle-faced young lady on the cover, who, with a lively group of friends, was photographed for LIFE on a weekend beach party near her home town of Portland, Ore. She is 18-year-old Carol Braun and a recent high school graduate who will enter college this fall. A working girl during her summer vacations, Carol (5 feet 7 inches, 117 pounds) is fond of boys, beaches and doing a bolting and weaving dance called the "hokey-pokey."

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22-JOHNS DOMER, IWASAWI - ROBERT W. HELLEY, ALFRED EISENHOWER, ROBERT W. HELLEY - ALFRED EISENHOWER	24-1700 BOSTON
23-SALPH CRANE, JERVIS H. BALDWIN, BETH HUGHES - ROBERT W. HELLEY, ALFRED EISENHOWER, ROBERT W. HELLEY - LOUIS FAUVEL, MARTIN LIES	25-1700 BOSTON
24-M. L. COOPER, CHARLES CARSON - NEW YORK JOURNAL-AMERICAN, WALLACE KIRKLAND - NEW YORK JOURNAL-AMERICAN	26-ALLAN GAUNT
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EVERYBODY'S FALLIN' FOR Post's SUGAR CRISP



A Product of General Foods

AS A CEREAL IT'S DANDY—
FOR SNACKS IT'S SO HANDY—
OR EAT IT LIKE CANDY!



Sparks your hair with brighter, richer color

Not a tint! Not a dye! Shasta is a super cleansing shampoo.
Contains an amazing sparkle-giving cleanser that gives
your natural hair color a dazzling lift.



Blonde hair gleams
with bright gold



Brunette hair dances
with dark fire



Red hair takes on a
burnished glory.



Gray, White hair shines
with silver

A DAZZLING LIFT! New lanolin-enriched Shasta Cream Shampoo glorifies your hair with brighter, richer color. Not artificial color—but your own true shade.

"SUPER" CLEANS HAIR! New Shasta makes clouds of luxurious lather. Shasta's amazing sparkle-giving cleanser goes through and through this glorious lather and actually "super" cleans hair. It leaves each strand of hair so radiantly clean that the natural color shines out like sunshine streaming through a clean window pane.

ALL HAIR COLOR looks brighter after a Shasta Cream Shampoo. For Shasta's lively sparkle-giving cleanser makes even dull-looking hair sing with richer color.

MAKE THIS CONVINCING TEST TODAY



BEFORE SHAMPOOING snap off a lock of hair. Put this lock aside while you shampoo the rest of your hair with new Shasta Cream Shampoo.

AFTER SHAMPOOING, when hair is dry, compare the unwashed lock with your soft and radiant Shasta-washed hair. If not completely convinced that new lanolin-enriched Shasta sparks your hair with brighter, richer color—return the jar to Procter & Gamble and get your money back in full.



LANOLIN-ENRICHED

BIG ECONOMY JAR

Four	89	57¢
Full		29¢
Ounces		

New Shasta Cream Shampoo FOR BRIGHTER, RICHER, NATURAL COLOR



SUMMER

WHILE HEADLINES TELL OF KOREA AND CONGRESS
AMERICANS CONCENTRATE ON CONQUEST OF AUGUST

It was the season of the old swimming hole; of sunburn lotion, straw hats and Good Humor men; the season of the tall cold drink, the wilted collar, of work bench and office desk abandoned for two weeks to the desiccated dust of the dog days. By day the heat shimmered from the pavements and concrete canyons, and in the brief darkness city dwellers sought respite on sooty fire escapes and roofs, or on the trampled grass of the parks. In the country a bountiful winter wheat harvest had sheared the fields to dry stubble; the corn was late from rain and floods but now in the August sun was dark green and tasseling. In the factories—despite vacations and the lure of midsummer doubleheaders—the hum of rearmament scarcely slackened. Resorts were crowded, from Maine's fashionable Bar Harbor to Texas' shortest river, the Comal, near San Antonio (*above*), where swimmers in inner tubes floated downstream in cool, lazy comfort. Weekend highways were shoulder-full with crawling, honking traffic. In the endless heat tempers flared: Atlanta reported wife beatings up 700% in two weeks of 90° temperatures. The headlines were Korea and Congress and the Middle East, but the immediate news of the week (pp. 22-27) was how the nation was spending the long, rich days of midsummer, 1951.



LIGHTNING, photographed from an airplane between Charlotte and Greensboro, N.C., slashes lowering skies as a cooling thunder shower dispels the heat.



BACKYARD STRIP TEASE is performed by a young lady in Atlanta who, out of mother's sight for a moment, has decided to get down to bare essentials.

SUMMER IS THE TIME FOR STORMS, FADS



DITCHSIDE DUNKING is antidote for hot weather on a farm near Greeley, Colo.

where scarce water is seldom deep enough for swimming except in the irrigation canals.



PARK SQUIRREL scrambles up a New Yorker's leg seeking chestnuts in his pocket.



SWATTING FLY, Glyde Vaughn of Atlanta prepares for quiet afternoon on porch.



PARK BENCH gives Manhattan matron shady spot for lorgnette look at newspapers.



COKE BOTTLE showers J. F. Johnson, as assembler in an Atlanta stove factory,

AND HAVING A GOOD TIME KEEPING COOL



FOAMING STEINS, seven in each hand, are rushed to the tables by a dexterous waiter



SWATTING BALL, Ken Taylor goes high in air during Missouri Valley tennis tourney.



CAUTIOUS COMMUTER at Grand Central has perspiration bib, umbrella for rain.

at Sieben's beer gardens in Chicago where the thirsty have fed from summer since 1866.



MOHICAN HAIRCUT, silly season fad in Los Angeles, is worn by Josephine Amaya.



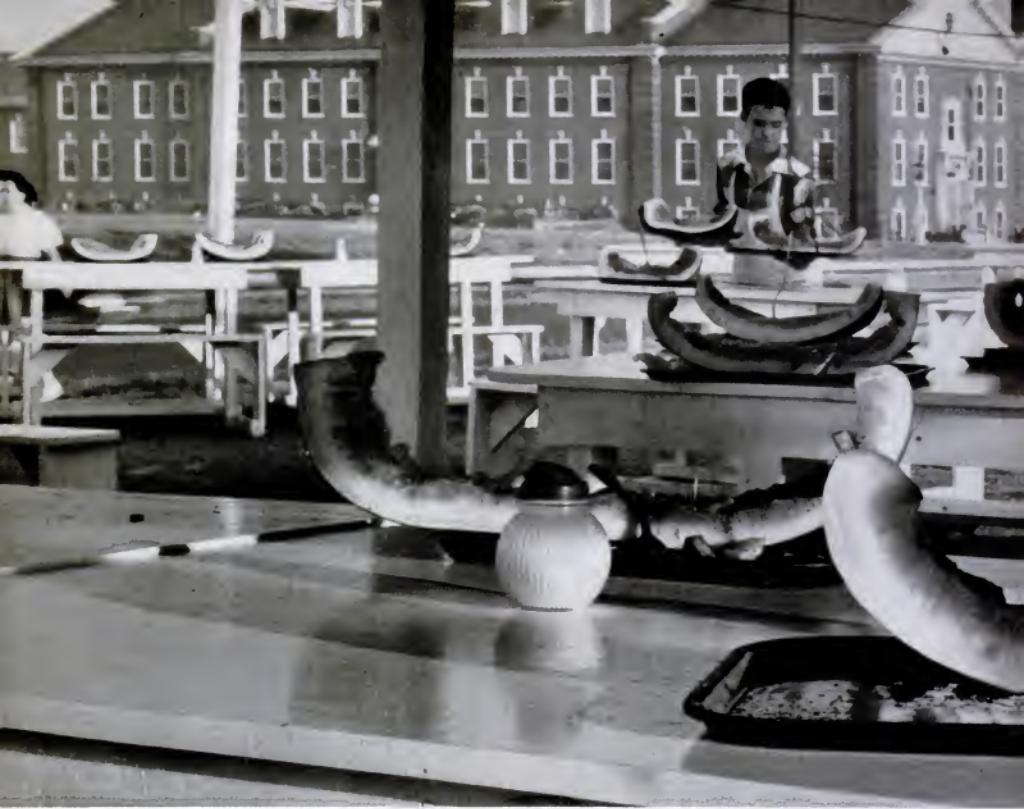
SLIPPERY SLIDE at Coney Island Steeplechase Park turns sightseers topsy-turvy.



GLOWING FLASHLIGHTS trace bait seekers' route in time exposure of fishermen hunting for night crawlers near the floodlighted capitol at Des Moines.



BOUND FOR BEACHES, New Yorkers inch way toward the Rockaways and Riis Park, almost bumper to bumper. The lane to the hot city is nearly empty.



LITTERING THE TABLES OF A "WATERMELON PAVILION" IN DALLAS ARE GUTTED RINDS LEFT BY AN AFTERNOON CROWD WHICH ATE ITS WAY TO COOLNESS.

SUMMER IS TIME FOR PLUNGING UP TO THE EARS IN WATERMELON

It isn't really summer until the first parched throat is soothed with ice-cold watermelon. Last week, as temperatures soared into the 90s across most of the country, the nation was up to its collective ears—sometimes literally, although it was stickier that way—in the chilled, pink juiciness of *Citrullus vulgaris*. But guzzling watermelon is no indigenously American hot weather dodge. When they were building the Pyramids, the



ONE-BITE TECHNIQUE is fine for New York horses who don't run risk of getting seeds in ears.



HARMONICA TECHNIQUE gets a workout from a New Yorker who is ready to turn on hydrant for any horses who don't like watermelons.



CANINE TECHNIQUE—and people say they have trouble with



THIRSTY PATRONS GET FIVE POUNDS OF ICE-COLD MELON, A FORK AND SALT FOR 35¢ AND MAY SPLATTER SEEDS ON TRAY OR DIRT FLOOR AS THEY CHOOSE

ancient Egyptians had watermelon patches along the Nile, and since then the Chinese, the Asiatic Indians and the French have also found they could beat the heat the same way. Even the Russians, although they have not as yet registered a claim of invention, have been trying to grow the big green hot weather fruit on farms near Moscow—in roughly the same latitude as Labrador. As for the technique of eating watermelon, there are

two principal schools of thought. On page 502 of *Etiquette* Emily Post dictates: "Watermelon is cut into large size pieces and usually eaten with knife and fork, or if with fork alone, remove seeds with tines and then eat piece with side of fork." If you're hot and thirsty enough, however, there is a better if less polite technique (*below*). In this case, disposal of the 1,500 seeds in the average melon poses only one problem—marksmanship.



their ears!—is a dog-days routine for Bill, a New York spaniel.



NOSE-DEEP TECHNIQUE involves splatter which doesn't worry Chicagoans in shorts. Pair at left take the deep breath between bites vital in this approach.



TENNIS TECHNIQUE is quick bite between sets at Washington Park, Chicago.

SUMMER IS THE TIME FOR CONCERTS . . .



LOLLING ON GRASS at Grant Park, sheltering Chicagoans enjoy both a cool breeze and culture as

they listen to Violin Soloist Szymon Goldberg. Droning mosquitoes sometimes drowned out the music.

. . . AND VACATIONS



HOKEY POKEY is danced by LIFE's cover girl, Carol Braun, 18 (center), on visit to Depoe Bay, Ore.

. . . AND VISITS TO THE ZOO



FEEDING ELEPHANT, New York youngsters toss peanuts into outstretched trunk at Bronx Zoo.

Barless pens, now used widely in many U.S. zoos, let the kids and animals get closer than ever before.



"SISSY" is what Carol's teen-age pals shout as she timidly tests the water before plunging in for swim.

. . . AND REVIVAL MEETINGS

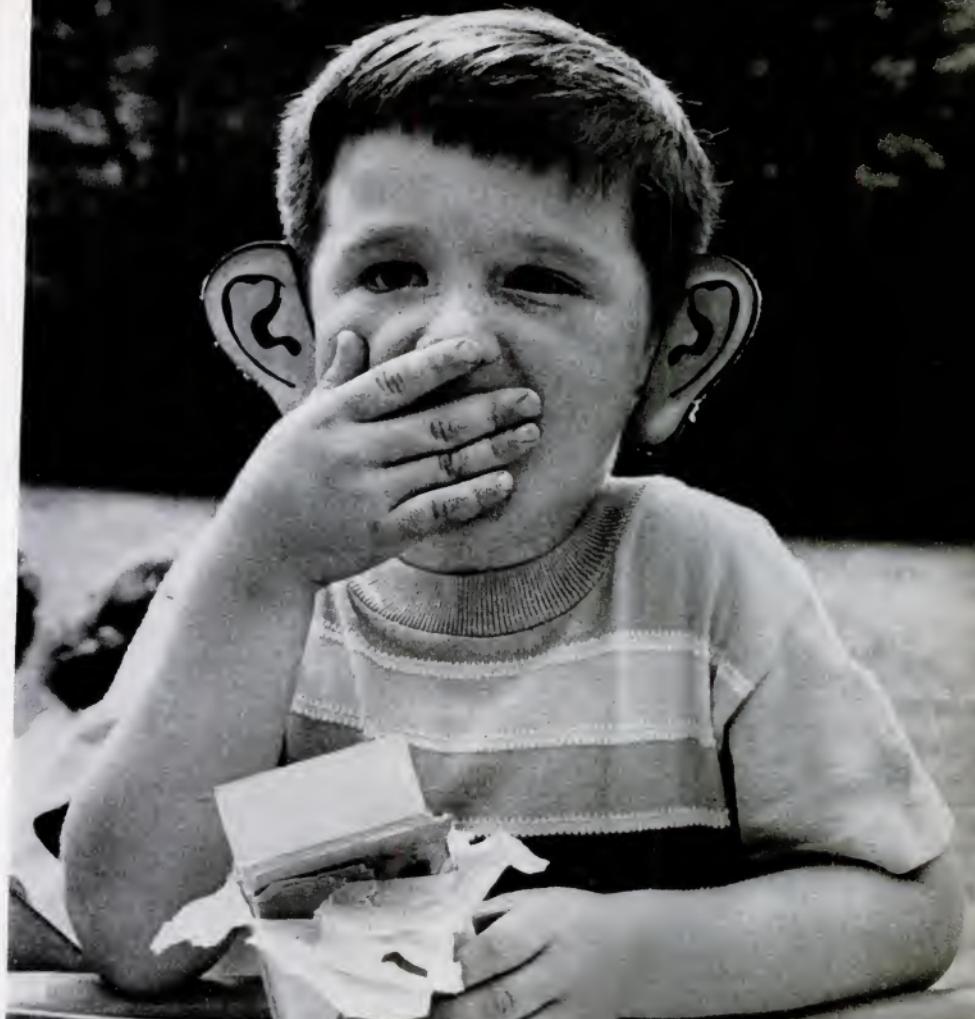


LISTENING TO SERMON some 200 Texas Baptists defy heat to get religious instruction at a tent

meeting conducted by the Rev. C. E. Jackson. Meetings were moved from church early in the summer.



PIGGYBACK fights are staged by Carol, who was dignified Portland Rose Festival Princess in June.



THE LOOK OF SUMMER IS A BEMUSED,
FARAWAY STARE, SET OFF BY FALSE
EARS FROM A BOX OF CRACKER JACK

WHAT'S THE USE OF KOREA?

IT WILL BE WORTH THE COST IF AMERICA'S LEADERS SHOW COURAGE AND DO THEIR DUTY

General Douglas MacArthur spoke in Boston last week of "the utter uselessness" of the Korean war. He denounced "the timidity and fear of our leaders" in conducting the war and decried their failure "to see it through to victory." As a result, he said, the U.S. "must accept the full moral consequences of defeat." Echoing the sentiments of many Americans, he also said that "we stand today just where we stood before it all started."

As *LIFE*'s readers know, we admire General MacArthur. In the months since he was fired he has made an enormous contribution to this country's foreign policy. To him as to no other man the U.S. owes the firm attitudes which President Truman and Secretary of State Acheson have been compelled to take in dealing with the enemy in the truce talks, in holding fast to Formosa and in resisting the admission of the Chinese Communist government to the United Nations. To him also the country owes much of the general firming up of U.S. policy around the world. It is not too much to say that Douglas MacArthur has saved his country from the worst consequences of the timid, fear and indecision of which he spoke in Boston.

The high cost of education

In another speech last week, in Detroit, Secretary Acheson spoke of some of the uses and good results of the war. As *LIFE* readers know, we do not admire Dean Acheson. Over the years he has personified the timidity, fear and indecision in U.S. policy. On his record Mr. Acheson is as unfit today as he ever was to manage the foreign affairs of a great power engaged in a fight for its life with another great power. Yet, on this question of whether the war in Korea was fought to good effect or to no effect, we think that General MacArthur is wrong and Mr. Acheson is right. Mr. Acheson made a very good speech in Detroit and—on this and other scores—General MacArthur made a poor one in Boston.

"The attack on Korea," Mr. Acheson said, "brought home to many of us the readiness of the Communists to risk war. And it gave an impetus to our arms-building program." It did this and much more. The Communist attack in Korea forced the U.S. Government to get going, though all too slowly, with an arms program worthy of the name instead of the pale pretense of one that had been foisted off on the country up to then. It brought home to millions of Americans, and especially to libertarians of Mr. Acheson's type, the stark fact that the Soviet Communist alliance is the deadly, shooting enemy of the U.S., of everything the U.S. stands for, and of every nation which stands with the U.S. The cost of Korea is a part of the price paid for the education of President Truman, Secretary Acheson and their many compatriots in wishful folly.

The Korean war proved to the rulers of Russia and to doubting millions everywhere that the U.S. and many of its allies are capable of fighting Communism—and fighting against odds—when fighting is called for. It also brought home to Americans, as nothing else could, the burden and reality of the fighting the French were doing in Indo-China and the British were doing in Malaya many months before an American shot was fired in Korea. Americans do not need to be told today that there's a war on with Communism in Asia, a war that will not end with armistice in Korea.

It is easy to forget in this time of uneasy compromise that a U.S. and U.N. army which started to fight with one under-strength battalion and never exceeded nine divisions bore the brunt of this war. With some help from the South Koreans, that army thoroughly defeated a larger North Korean army and then, in the second phase, gave a bloody beating to around 70 identified Chinese Communist divisions. A Communist division is smaller than a Western division, true, but the 70 beaten Communist divisions added up to nearly one third of the Chinese Communist regular army. If nobody won the war, our forces certainly won the battle. In the process the young Eighth Army became the finest fighting force of its size in the world today. As an important by-product, the war gave our military men a knowledge of Soviet weapons which could make the difference

between victory and defeat if the U.S. and its allies ever have to fight the Soviet Red Army.

There are the tangible results. Are they worth the price? The only possible answers are—maybe yes, maybe no. Which it is to be up to President Truman and Secretary Acheson. They are making the decisions for the U.S. and for the whole U.N. alliance. They can see to it that the Korean war is indeed worth the fighting, the losses and the suffering. Or they can throw it all away.

In Korea itself—a country to be left divided, and therefore not a country—the maximum hope held out by Mr. Acheson is for "a genuine peace" resting upon "reliable assurances" that the Communists will not attack there again. Americans desire peace in Korea and welcome the present effort to secure it. Yet the same Americans must know that there can be no such thing as "a genuine peace" with this Communist enemy until and unless the enemy is decisively defeated. They must know that this Communist enemy is incapable of giving "reliable assurances" of a dependable peace in Korea or anywhere else.

Must it therefore be a phony and useless end to a phony and useless war? It need not be. It can be made the occasion and the basis of a durable, firm and unmistakable U.S. and allied position in Asia. Europe is vital—yes. But Asia is where the Communists have chosen to shoot. Until further notice it is in Asia that they are most obviously ready to shoot again. Therefore any fruitful end of the Korean war must rest first of all upon what results from it in Asia.

The very least that should result is effective notice to the Soviet rulers and their Asian allies and satellites that any further Communist aggression in Asia will be considered an act of war against the anti-Communist coalition. In most of the circumstances now to be foreseen this would mean notice to Communist China that any further use of its armies outside mainland China will be met with all the force the anti-Communist powers can bring to bear—and that next time there will be no compromise. Not that such a declaration will fix everything or of itself guarantee that Korea has been worth the cost. It is only the minimum to be expected as a result of all that the U.S. and its leaders should have learned from Korea.

An open invitation to attack

No such position has been taken. President Truman and Secretary Acheson have sounded off with general statements of a general intention to "resist aggression." But nowhere in their speeches and statements is there a single word of specific intention to meet, punish and defeat any further Communist aggression in Asia.

As of July 28, 1951 (when the President made his latest speech) the Communists have precisely the same open and standing invitation to attack in Asia that they had throughout the period before the North Korean attack last year—the period, remember, when Harry Truman and Dean Acheson specifically rejected plea after plea that they "draw the line" and put the Communist enemy on notice in Asia. In the absence of such a warning, the Communists did attack. In its continued absence, the same enemy will be the more likely to attack again.

It will be said, as it was so often said before the aggression in Korea, that the U.S. must not "tie its hands." It will be said, as it was said before, that in any case the U.S. cannot guarantee to defeat Communist aggression in any particular place, especially if the place is in Asia.

Well, who would have predicted on June 24, 1950 that the forces available to the U.S. and its allies could meet and defeat a serious Communist attack in remote Korea? Nevertheless that attack was met. It was defeated. The Communist enemy was prevented from doing what he had set out to do. In the name of common sense and of all the dead in Korea, the least the U.S. and its leaders can do now is to tell the Communists in terms which cannot be mistaken that they will get the same—and a lot more of the same—if they try it again in Asia.



LOVERS' LANE GANG SUDDENLY GETS SHY

The young New Yorkers lined up against the wall of this underpass are cringing under the bright light and the disgrace of arrest. A few minutes earlier they had been more belligerent. They had gathered 27-strong to do midnight battle with a rival gang which had been disturbing them in

a nearby lovers' lane. Before hostilities could begin, police intervened and arrested the whole gang on disorderly conduct charges. They were held in \$1,000 bail each, were forced to undergo something worse than jail: short haircuts to eliminate their long sideburns and "ducktail" coiffures.

AMERICA PAYS HOMAGE TO GREAT ADMIRAL

His mission in Europe completed, Forrest Sherman dies suddenly and comes home for a last salute

Last week, in the seaports of the world, flags on U.S. Navy ships fluttered briskly at half-mast as the body of Admiral Forrest Percival Sherman, Chief of Naval Operations, was carried home to a grave in Arlington Cemetery. Unlike France and Jordan, which in the same week also buried men of stature (*following pages*), the U.S. had no mixed feelings about Sherman's death. All the nation was saddened and shocked.

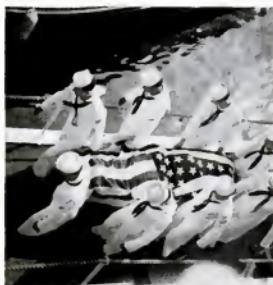
The admiral's service to his country had been long and distinguished. He had established himself a hero as commander of the carrier *Wasp*, sunk off Guadalcanal in World War II. He had demonstrated genuine brilliance in tactics and strategy as principal planner, under Admiral Nimitz, of the Navy's Pacific victory. He had made a name as a diplomat in Washington in 1949 when, at 53, he became the youngest C.N.O. and put new spirit in a department riven with politics and bitterly fighting armed-forces unification. The week he died he added statesmanship to his record: before visiting NATO commanders he had negotiated with France for U.S. naval and air bases in Spain. This trip had been a quick one. Just back from Korea, Sherman spent three days in Madrid, a day in Paris, two days in London, then flew to Naples. Here, at a last press



ADMIRAL TALKS TO PRESS DAY BEFORE DEATH

conference, he looked wistfully back at his life of sea duty. "I'd much rather," he told reporters, "have a warship in the Mediterranean than shuffle papers in Washington." That night he went to the opera. The next morning, July 23, when it was time for him to fly to the U.S., the admiral suffered a heart attack and died. He had not yet reported on his trip and, for a while, it seemed that the hard work which may have killed him would go for naught. But the admiral, a meticulous New Englander, had kept a detailed diary and it was soon evident that his efforts for his country would not be wasted.

Last Friday, in Washington, brother admirals, generals and the highest officials of the government gathered to pay their respects as the caisson bearing Sherman's body moved, to the slow beat of muffled drums, from the Washington Cathedral to the cemetery. When it entered Arlington's gates, a 17-gun salute rang out (*opposite page*). The funeral service was conducted by the Very Reverend F. Meritt Williams who, as a Navy chaplain, was serving with Sherman when the *Wasp* went down. The body was buried at the foot of a grove of white oak trees. Said President Truman sadly, "He was able. He was a patriotic American. He was a fine gentleman."



COMING ABOARD, the admiral's body is carried to USS *Mount Olympus*, flagship of Mediterranean fleet, for a brief service before being flown to U.S.



LYING IN STATE in Washington, admiral has honor guard of Army, Navy, Marine, Air Force and Coast Guard men who changed shifts every half hour.



NEARING ARLINGTON on caisson, flag-draped casket ends a two-hour trip past respectful crowds. Building in the background is the Lincoln Memorial.



FOUR-STAR ADMIRALS, Robert Carney (with glasses), commander of the Eastern Atlantic and Mediterranean Fleet, W. M. Fechteler, Atlantic Fleet, and Arthur Radford, Pacific Fleet, stand at attention. One may get Sherman's job.



TOP CIVILIANS stand in sun which drove temperature up to 92°. Left to right: Secretary Acheson, Mrs. Acheson, Air Force aide Col. G. T. McHugh, the President, Capt. L. D. Jaudon of Potomac River Command and Secretary Marshall.

A BATTERY STANDS BY AFTER FIRING 17-GUN SALUTE AT ARLINGTON →





WEEEPING OFFICER of Abdullah's Arab Legion holds dead king's favorite horse during funeral procession to the grave of their murdered master. The horse,

a present from Spain's Franco, carried Abdullah's boots and Damascene sword. Fearing more violence, the Legion banned most civilians from the ceremony.



ASSASSIN'S BODY, RIDDLED WITH BULLETS FIRED BY ABDULLAH'S GUARDS, SPRAWLS IN JERUSALEM'S EL AQSA MOSQUE WHERE ARAB KING WAS MURDERED

THE ARABS MOURN A LOST KING

Abdullah's Jordan Legionnaires bury him with tears and honors in Amman after wreaking savage vengeance in Jerusalem, where he was assassinated

In an atmosphere of tears, hysteria and savage reprisal, the Arabs of Jordan last week buried their murdered king, Abdullah. The bearded little monarch, whose British-led Arab Legion had been one of the few steady influences in the turbulent Middle East, was shot to death July 20 in Jerusalem by Mustafa Esho, a devoted follower of one of Abdullah's Arab rivals (*LIFE*, July 30). Blaming Palestinian Arabs for the killing (in 1949 they were unwillingly incorporated into Abdullah's kingdom) the Legionnaires ran berserk. With guns and bayonets they roamed the streets, killing and wounding scores of people before they could be controlled. Three days later the Legion's men and officers, back in Amman, wept as they led Abdullah's funeral procession through the hot dusty streets of Jordan's

capital. His black-draped white horse, with the king's boots turned backward in the stirrups, followed behind the flag-covered gun carriage on which Abdullah's body was borne to a shallow grave, lined with concrete blocks, in Amman's Raghdan Palace. Many of his subjects, banned from the funeral by Legion guns and barbed wire, waited and cried on Amman's dun-colored hills overlooking the route of the royal procession. But Legion guns, booming final salutes to Abdullah, did not bring peace to his troubled land. The country was shut down tight but, despite the censorship, reports of violence filtered out. Arab attacked Arab. Some armed Palestinians took to the hills. The entire Middle East, always inflammable and now at tinder heat, waited anxiously to see what would happen next.



CONCRETE-LINED GRAVE AWAITS BODY



FUNERAL WREATHS are carried by solemn Legionnaires from king's palace.



KING'S MEDALS, including high British Empire honors, are borne on black velvet cushions. Abdullah had numerous decorations from abroad.



KILLER'S PORTRAIT on wall looks down on his family, reporter, policeman



HIS CHIEF OF STAFF during German invasion, General Maxime Weygand, meditates at funeral.



HIS CAP and Médaille Militaire lie on black cloth cushion at the foot of his flag-draped oaken coffin.



HIS WIDOW, aged and crippled, grieves dry-eyed during final services in the church at Port Joinville.

THE FRENCH BURY PETAIN

Although denied a grave among his soldiers who died at Verdun, he is honored as a Marshal of France

Old, disgraced, almost alone, Henri Philippe Pétain died last week. The death for which he begged during a long, painful illness came in his 96th year in a stone villa on windswept little île d'Yeu off the coast of France—the nation which had hailed him as a hero and denounced him as a traitor. For beating the Germans at Verdun in 1916, Pétain won France's highest honors. For surrendering France to Hitler in 1940 and heading the pro-Nazi Vichy government, he was condemned in 1945 to "national indignity" and death, a sentence commuted to life imprisonment by Provisional

President Charles de Gaulle. The French relented further after Pétain died. The government permitted his tombstone to be inscribed MARSHAL OF FRANCE, instead of NO PROFESSION, as first proposed. It denied his request for a grave beside those Frenchmen who had died at Verdun but said burial on île d'Yeu would be "for the moment." Thousands came to pay him homage, but Pétain's death touched off new debates on his Vichy role. Some Frenchmen again called him traitor. Some said he had sided with the Germans only to try to save France. Some said, "Let history decide."

WOMEN SAT SOMBERLY OR STOOD ON GRAVES TO GET BETTER VIEW OF CORTEGE IN SUN-SPASHED, CROWDED CEMETERY WHERE PETAIN WAS ENTOMBED





SIX GENERATIONS HAVE LOVED THIS SOUP

...Here's why your family will want it, often!

Faithful to its time-honored Colonial tradition—that's Chicken Noodle Soup as Campbell's make it for you... homey, hearty, and delightful!

Plump and tender chickens are gently simmered to yield a bright, golden broth that's rich all through with the glorious taste of chicken. Into that broth go egg noodles aplenty; and pieces of chicken, light and dark, tender and delicious...

No wonder that this main-dish soup—so thrifty yet so satisfying—is an old-time favorite! Why not serve it tonight, or for lunch tomorrow?



Turn off the Heat Wave with



Chilled Treet Slices make an Armour Pantry Shelf Meal that's as cool as cucumbers—in this case, 2 sliced cucumbers mixed with a sliced onion and sliced radishes and covered with sour cream dressing. Treet is the special Armour blend of tender pork and sugar-cured ham—and it's *all* meat, no waste.



Summer-style Corned Beef and cabbage needs no cooking at all! Just slice chilled Armour Corned Beef—it's lean, tender beef that's expertly cured for full, rich flavor! Serve it with crisp, refreshing cabbage salad in green pepper halves—and tomato juice and rye bread. Easy, isn't it? And good!



Well-chilled Vienna Sausage—the two-bite Armour skinless frankfurters that are all beef and pork—add a spicy flavor to a cool, easy supper. To make sparkling salads, place pineapple in molds and pour in cooled lime gelatin to which you've added salt and 2 tbsps. horse-radish. Chill salads before serving.



Franks with Egg Salad in tomato cups—it's an Armour Pantry Shelf Meal that's grand indoors or out. Drain liquid from a glass of tender, plump and juicy Armour Franks and heat them for 7 minutes. Fill tomato cups with your best egg salad—serve with buns and green onions.

these Armour Pantry-Shelf Meals



Keep cool—take it easy—and still serve summer meals that are as fresh and different as they are quick to fix! These hot-weather Armour Pantry-Shelf Meals, suggested by Marie Gifford, the famous home economist, mean cool kitchens—and cool savings. They're time-saving, too—and there are more than 25 different Armour Pantry-Shelf Meals to choose from—all delicious, all economical!



Chopped Ham and Avocados perk up anybody's lazy appetite—and give your range an evening off! Fill avocado halves with grapefruit sections and garnish with green pepper strips. You don't have to do anything to Armour Chopped Ham—except chill and slice it. It's all ham—and all cooked!



Deviled Ham Flower Pots with a grape-garnished lemon gelatin mold makes a smart summer luncheon inexpensive! Cut sliced bread into circles and butter. Then top with rings of bread the same size and fill generously with nippy Armour Deviled Ham mixed with minced parsley and salad dressing.

When the
Recipe
calls for
the Best



There's more enjoyment in Dixie Belle because it is distilled from the pick of imported fruits, herbs and berries. Dixie Belle makes any gin drink a better drink.

90 PROOF • DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS
CONTINENTAL DISTILLING CORPORATION • PHILADELPHIA, PENNSYLVANIA

VENUS TAKES THE STUMP

Miss America of 1944 tries for a job as Representative Murphy

For the time being, at least, Venus Ramey Murphy would just as soon forget the day she sat on a pier at Atlantic City with a proud ribbon across her shapely chest (*right*). That day she was officially declared the epitome of U.S. womanhood, Miss America of 1944, and adoring crowds followed her everywhere. But that was long ago. Now a pretty matron of 26, she is running in the Democratic primary for the Kentucky State Legislature. And this is a job, some of her opponents have hinted darkly, that requires something more than plain good looks.

Venus, however, is well aware that beauty is no sure key to success. After her triumph in 1944 she took a flier at Hollywood and found

it unpleasant and unprofitable (*LIFE*, Sept. 16, 1946). Then she married Joe Murphy, a Ford dealer, and settled down, well out of the public eye, to raise sorghum in Stanford, Ky. Around Stanford, Venus is no stranger. Her father and her grandfather have held the seat she wants and she knows the people well. Rather than harangue them with speeches she is carrying on a person-to-person campaign, buttonholing people on the streets (*below*), in gas stations, in country stores. To those who tell her that woman's place is in the home she says, "If women are capable of bearing the armies and suffering the anguish of submitting their sons to the tortures of war, they are capable of governing."



IN DAY OF TRIUMPH in 1944, Venus Ramey, 19, lived up to her first name, won Miss America title.



IN STREET CORNER CAMPAIGN Venus, who is backed by no party faction, tells Stanford men, "Don't promise, just vote for me." Platform includes

raising teachers' salaries; election, rather than appointment, of school superintendents; scholarships for worthy high school graduates; highway improvement.

The Secret of Lovelier Hair *for more than a century*



Photograph by HORST.

MICHAEL OF THE WALDORF styles the hair of Mrs. ALBERT TILT, 3rd, Greenwich, Connecticut, following a Conti Castile Shampoo.

Beauty Authorities agree, "Pure Castile is the best shampoo." And, for pure castile at its finest, leading hair stylists choose Conti... the pure castile shampoo that contains *pure imported olive oil* for greater hair loveliness.

Thanks to its natural oils, Conti guards the health of the scalp, leaves the hair silky-soft, lustrous and perfectly conditioned to take and hold its wave.

For more than a century, lovely women have used Conti for finest hair care—first with shampoo made at home by dissolving famous Conti pure castile soap, imported since 1836—now in response to their demand, with *perfected* Conti Castile Shampoo in liquid form.

Today millions of women use Conti for their fin shampoos. Absolutely pure and mild, it has no *drying effect*, contains no mysterious or irritating ingredients, is safe for children and all the family. It does not streak or fade hair and needs no conditioning agents or after rinses.

Use Conti regularly... it will make your hair lovelier.

Conti Shampoo
PURE CASTILE

Now also available in Canada



AT "HEADQUARTERS" in dinette Venus chews on a pencil behind one of her three statues of Venus de Milo. In mirror are husband and long-haired son.



WITH AN OPPONENT, Morris Thompson, who is the incumbent, Venus strums a bar of *When the Roll Is Called up Yonder*.



HOME HAIRCUT is given to Joe Henry III on the seat of a tractor. His hair had been very long (top) and as she cut it Venus carefully saved every snippet.

Anybody here you know?



1. Experienced traveler. Says he goes Pullman so his family won't worry. Secretly enjoys knowing he's safer in a Pullman than he is in his own home.



2. Happy vacationers. Enjoy a "picture window" view of America from their air-conditioned Pullman room. Count on hundreds of miles of vacation *before* they even reach their resort.



3. Comfort-lover. Looks for comfort—finds it in her Pullman bed. It's so soft she falls asleep almost before you can say, "Comfort goes with you when you go Pullman."



4. Important executive. Clears up some last-minute work in his room and then steps into the lounge car. Enjoys several hours of pleasant relaxation.



5. Clock-watcher. Prides himself on promptness. He'll be there on time tomorrow, too—thanks to dependable railroad schedules.



6. Reserved for you. Put yourself in this picture next time you travel. For complete information, see your railroad ticket agent.

Go Pullman COMFORTABLE, DEPENDABLE, AND — ABOVE ALL — SAFE!

PEOPLE

SOME CHILDREN MEET THEIR PARENTS AGAIN



Does coffee sentence you to sleepless nights?



1. Are you condemned to long hours of solitary wakefulness by the caffeine in your coffee? Fretful nights of restless tossing-and-turning when, try as you will, you just can't get to sleep?



2. Days at hard labor can be nerve-jangled days for coffee drinkers who are affected by caffeine. Loss of precious sleep drains their energy—keeps them worn-out, irritable, constantly on edge!



3. A delicious escape! There's a wonderful way out of caffeine troubles—flavorful Sanka Coffee. Sanka is real coffee, all coffee-rich, full-bodied "coffee lover's" coffee. Yet, it's 97% caffeine-free!



4. A fresh start in life! No more wide-awake nights, no more jittery days, when you switch to caffeine-free Sanka Coffee! With Sanka, you enjoy wonderful coffee and wonderful sleep. Try it today!

Sanka Coffee

Real coffee with the worry taken out.
Drink it and sleep!

Get delicious, caffeine-free Sanka Coffee in drip or regular grind—or in the convenient, economical instant form. A jar of Instant Sanka gives you almost as many cups as a pound of regular—at about one-third less in cost. And remember—



Instant Sanka is the
only instant coffee that's caffeine-free!

A Product of
General Foods



SINGER'S DAUGHTER Liza Minnelli, 5, seemed happy as a liltin' high C when she rushed to arms of her mother, Judy Garland, in England after arriving from U.S. Mama Judy, awaiting final divorce decree from Liza's father, Hollywood Director Vincente Minnelli, seems chronically happy now. She is the bright new star of British vaudeville, earning as high as \$20,000 a week.



COMMUNIST'S CHILDREN Mary Margaret and Joseph Stack, aged 3 and 8, stayed at home in San Francisco to welcome back their mother, Mrs. Loretta Stack. She was one of several Communists arrested on charges of violating the Smith Act. Joseph greeted her with, "Hi, Mom! Did they get you out of jail?" Just two days later Mrs. Stack was back in jail, unable to raise \$50,000 bail.



ACTOR'S SON Stephen, 2½, landed in London and the arms of his mother, Lauren Bacall, soon after she and her husband, Humphrey Bogart, flew in from a movie location in Africa. On Actor Bogart's face was a jungle-size beard, part of his get-up for his role (with Katharine Hepburn) in C. S. Forester's *The African Queen*. The picture above was taken just after Bogart kissed his son.

Nash Presents America's Newest Hardtop Convertible

The Rambler "Country Club"



Color photography by Hartwell

SEE SOMETHING ENTIRELY NEW in automobiles—the Nash Rambler in a dazzling new hardtop convertible. Distinctively new in custom luxury—with new line-of-sight visibility—and priced with the lowest! It rides like a dream—romps up the hills with light-footed sureness—handles with an ease you never felt before—and gets up to 30 miles a gallon at average highway speed. Think of having this smart beauty with radio, Weather Eye Conditioned Air System, Directional signals—nearly \$300 worth of custom "extras"—at no extra cost.

Come see and drive this newest Rambler Airflyte, dashing companion car to the distinguished Ambassador and popular Statesman. See your nearby Nash dealer and get the best car for the years ahead.

Before You Decide, Take an Airflyte Ride—in the World's Most Modern Car

Nash
Airflyte

THE AMBASSADOR
THE STATESMAN
THE RAMBLER

Nash Motors
Division of Nash-Kelvinator Corp.
Detroit 32, Mich.



That Continental Flair! The open-air fun of a convertible with solid steel above—with over 17 feet of clear glass around you! Completely custom with foam-sponge cushions upholstered in needle-point.

World's Safest Convertible is also the most economical car! Smashing all records for miles to the gallon in the 1951 Mobilgas Economy Run, the dashing Rambler All-Weather Convertible averaged 31.05 m.p.g.



Two Cars In One!—The Rambler All-Purpose Sedan is America's most practical car. A luxuriously-appointed family sedan, it converts into a spacious station wagon—with a 6 foot platform—at the drop of a seat!



See Them All! In addition to the thrilling new Nash Rambler Country Club, see the other Airflytes—the Rambler Station Wagon or Greentop All-Purpose Sedan. FOR TV FUN! Watch Paul Whiteman TV TEEN CLUB on ABC, presented by your Nash and Kelvinator dealers. See your paper for time.

dans... the popular Statesman... and the distinguished Ambassador. All are America's most modern cars... built the better way—with Airflyte Construction.



FAWN BLENDS into background of dead leaves. The forest pattern of sunlight and shadow fits in perfectly with the deer's brown and white markings. In a dense glade this fawn would be completely invisible.

BIRCH MOTHS hide from birds by settling on mottled bark of a birch tree. These moths rest by day when the bright sunshine aids their disguise and fly only at night when most of their enemies are asleep.



NATURAL CAMOUFLAGE

Wild creatures disguise themselves or simply manage to be invisible

PHOTOGRAPHED FOR LIFE BY UDO HESS

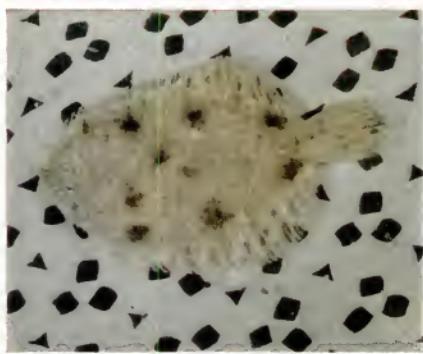
The art of camouflage (from the French *camoufler*, to disguise) is usually thought of as a military device. Actually camouflage is an innovation of the animal world, and in spite of man's best efforts to copy nature no artillery battery has ever been hidden from hostile eyes as skillfully as many wild creatures are able to hide from their enemies. Animals, birds, insects and fishes all share this wonderful ability. Some, like the deer, can stay absolutely motionless and blend into their natural surroundings. Some, like the sole, can change color and markings to fit different backgrounds. Others, like the bumblebee moth, make no pretense of invisibility but

manage to impersonate other creatures. Even the opossum uses a form of camouflage, feigning death so successfully that "playing possum" has become a part of the language. Scientists are not certain how all these methods of camouflage originated. Perhaps the best explanation is that the creatures which were able to hide most successfully survived longest, while the least able starved or were eaten. Thus, through survival of the fittest, each species was narrowed down to the members with the finest camouflage. Whatever the process of development may have been, the creatures on these pages show themselves to be star performers of the art.

CONTINUED ON NEXT PAGE



CAMOUFLAGE CONTINUED



VERSATILE SOLE (above) can control different skin pigments—black, white, yellow, brown—to match the color of ocean floor. Against normal sandy floor (top) the sole is well hidden. It uses darker pigment against reddish background (center), and it makes its spots blacker to conform with speckled background (bottom).

FIVE CATERPILLARS (left) crawl on maple leaves, but only one of them, the poisonous green saddleback at the far left, would be readily visible to a passing bird. Since caterpillars are slow-moving and, for the most part, nonpoisonous, they need camouflage more than ordinary creatures, for invisibility is their only defense.

CONTINUED ON NEXT PAGE



CALIGO BUTTERFLY OF SOUTH AMERICA, HERE PINNED UPSIDE DOWN, HAS MARKINGS LIKE THE EYES OF AN OWL, MAY FRIGHTEN AWAY BIRDS THAT WOULD OTHERWISE EAT IT

INSECTS SURVIVE BY MIMICRY

Even more remarkable than the creatures that blend into their natural surroundings are those that practice the art of mimicry. The hog-nosed snake puts on a superb performance as a rattlesnake, flattening its head and hissing fiercely, and certain fish (*next page*) look like seaweed.

But the finest mimics are the insects, which look so much like what they are not that people and hungry birds are easily deceived. Some insects specialize in imitations of foliage. The familiar "walking stick" when motionless is indistinguishable from a bare twig, and the Ceylonese

"walking leaf" has not only the shape and color of a leaf but also the same pattern of veins. A second group of insects imitates other creatures, sometimes resembling birds, sometimes reptiles (*below, left*), and—the last word in mimicry—sometimes other insects (*opposite page*).



SWALLOWTAIL LARVA sees almost nothing out of its tiny real eyes at the tip of its head, but the big false eyes make it look similar to the common green snake.



STICK CATERPILLAR, or measuring worm, humps its way along but, when resting, takes this position, will remain motionless for hours looking like a twig.



BUMBLEBEE MOTH (top) and a true bumblebee alight together on a petunia. The moth has no stinger, but only experts can distinguish it from the stinging

bumblebees. Since birds do not attack bumblebees for fear of being stung, the bumblebee moth is usually able to escape all but the most sharp-eyed enemies.



TREE HOPPERS (above) are almost always mistaken for thorns and overlooked by birds. Here two hoppers, their legs barely visible, hide on the stems of a rose-bush. Hoppers suck out plant juices and lay eggs in the plant tissue. In spite of their fine disguise they jump vigorously whenever anything comes close to them.

WEED FISH (left) inhabits the Sargasso Sea in the Atlantic where it is almost invisible in the masses of drifting seaweed. A member of the frogfish group, it has special armlike fins ending in many-fingered "hands," which enable it to crawl slowly about on the ocean floor or attach itself to rock and the sargassum weeds.



Lilt

Only Lilt's Superior Ingredients give such a Superior Wave! You can use the Lilt Refill with any plastic curlers and, for only \$1.25*, get a wave far more like Naturally Curly Hair! Guaranteed by Procter & Gamble!

Dress by Harvey Berlin



Your Lilt wave will look lovelier, feel softer, and be easier-to-manage than any other Home Permanent wave! Only Lilt's superior ingredients give such a superior wave!

No Other Home Permanent Wave

looks...feels...behaves so much like the loveliest

Naturally Curly Hair!

Never before such a gentle, yet effective Waving Lotion!

Never before a wave so easy to manage!

Never before such a natural-looking wave that would last and last!

Never before such assurance of no kinky, frizzy look!

Complete Kit, with
plastic curlers \$2.25*
*plus Fed. tax



Refill, complete
except for
curlers \$1.25*



**Home
Permanent**

Procter & Gamble's Cream-Oil Cold Wave

Only Procter & Gamble's world-famous laboratories have been able to develop such a superior Home Permanent. Lilt's superior ingredients make it far superior to all other Home Permanents. These superior ingredients are not only safer for hair—

they also give a wave that looks, feels, behaves far more like the loveliest Naturally Curly Hair!

Money-back guarantee: Both the Lilt Refill and Complete Kit are guaranteed by Procter & Gamble to give you the loveliest, softest, easiest-to-manage Home Permanent wave you've ever had—or your money back!



"Suppose you get out and fix it—you're the one with the 'Sanforized' shirt..."



"I—er—ah—don't think these are my 'Sanforized' trunks, fellows."



"Hello, there—big, strong and 'Sanforized'!"



MISTER! WHOEVER YOU ARE. AVOID COTTON GARMENTS THAT SHRINK OUT OF FIT. ALWAYS LOOK FOR THE "SANFORIZED" TRADE-MARK AND INSIST ON SEEING IT BEFORE YOU BUY! MAKE EVEN YOUR FAVORITE SALESMAN SHOW YOU "SANFORIZED" ON THE LABEL. P. S. TELL YOUR MISSUS, TOO.

SANFORIZED
TRADE-MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



PERUVIAN JACKET copied in heavy twill and yellow corduroy (\$9, Korday) retains authentic native details like black scroll embroidery and silvery buttons.

Chameleon Cottons

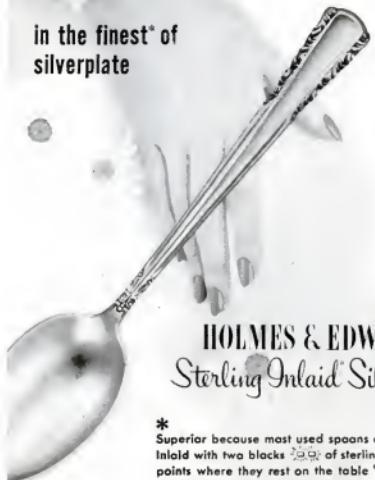
NEW EYE-FOOLING FABRICS LOOK LIKE ANYTHING BUT WHAT THEY ARE

Cotton is traditionally the favorite fabric for back-to-school clothes from kindergarten right through junior high, but this fall cotton is going to college. New heavyweight cottons come in autumn colors and are textured with novelty weaves and patterns. With more body and versatility than their gingham cousins, they are styled to substitute for wool and are a lot

cheaper. A canny college shopper can pick cotton for any item in her wardrobe from a sturdy playsuit (*above*) to a stylish town suit (*p. 54*). Since college girls have always found wool uncomfortably warm during the first weeks of school, the smartest students are now likely to appear in fashionable year-round cottons that look like fall but feel like Indian summer.

Enchanting New May Queen

in the finest* of
silverplate



HOLMES & EDWARDS Sterling Inlaid Silverplate

* Superior because most used spoons and forks are inlaid with two black of sterling silver at the points where they rest on the table . Thus, should wear occur, there's sterling underneath.

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Toast to Your Taste EVERY TIME . . . WITH **CAMFIELD** *Automatic TOASTER*

The only toaster with complete controls at both ends, the beautiful Camfield delicately browns every slice to your own individual taste . . . automatically. Luxuriously finished in deluxe mirror chrome to match the remarkable new Camfield Automatic Coffee Maker.

Camfield Manufacturing Co., Grand Haven, Michigan



PERFECT FOR GIVING OR GETTING



TOWN SUIT in brown, red and green plaid winter cotton (\$50, Emily Willkens) can be worn all year, has triangular button closing, new wide skirt, three-quarter sleeves.



QUILTED JACKET in gray and black plaid cotton with ribbing below the elbows (\$25, Sportwhirl) reverses to show yellow lining. It comes with belt but can also be worn loose.



PARTY DRESS comes in three separate parts: quaint cotton challis blouse and full ruffled petticoat (\$5.95 each) worn under a black corduroy jumper (\$14.95, all Sportset).



The Beer that made Milwaukee Famous



He just can't lose!

There's something very magnetic about the prospect of cold Schlitz Beer on a hot summer day.

That "something" is the special taste of Schlitz—the taste no other beer can match. It's a very good reason why so many, many people prefer Schlitz that it's . . .

The Largest-selling Beer in America

See "Schlitz Film Firsts" for recent movies, first time on television, Fridays.

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U.S.A.'s *Travel Mileage*

GET ALL THE GAS MILEAGE



Here's the Economy

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Summer Driving!

32 Different Makes and
Models of U. S. Stock
Cars Averaged 23.92
Miles Per Gallon in
1951 Mobilgas Economy
Run—

A Great Thrift Lesson
for Every Motorist!



GET Mobilgas OR Mobil

FAVORITE

YOUR CAR CAN DELIVER!

Right Service—

Right Driving—

Right Gasoline—

Do The Trick!

Over a grueling 840-mile course—
—Los Angeles to Grand Canyon—
these 32 different makes and
models of U.S. cars packed into
2 days all the altitude ranges,
weather and driving conditions
that the average motorist experiences
in a full year.

Their economy record proves
that long mileage is possible from
practically every make of car!



DRIVE IN—GET SET—GO!

Simply follow the example set in the Mobilgas Economy Run: Keep your car in tip-top shape, get complete Mobil-Care regularly—obey the recognized rules of the road—
always use America's power-packed favorites, Mobilgas Special or Mobilgas!

See Your Friendly Mobilgas
Dealer for his Free Booklet!

His quality products and
services will help you get
all the power and econ-
omy built into your car . . .
*all the gas mileage your
car can deliver!*



SPECIAL

gas

AMERICA'S LARGEST—
SELLING GASOLINE BRAND



Alice's Adventures in Welchland



1 One fine morning Alice saw a White Rabbit enjoying a big, hearty breakfast. Rather than a skimpy eater herself, she stepped closer, politely curious. And on the table she saw — a pitcher of purple liquid with "DRINK ME!" on it.

"It looks so good" said Alice, "I'd really love some . . ."

2 "Go on," the White Rabbit urged, "It's Welch's Grape Juice. Wonderful picker-upper at breakfast time or any time!"

But as Alice reached for the pitcher she heard a fierce shout: "OFF WITH HER HEAD!" It was the Queen of Hearts, simply furious at Alice.

"So you're the one who stole my tarts," cried the Queen . . .

3 "Not me," said Alice, taking a luscious sip of Welch's. "Why should I steal your tarts when I can have this yummy drink!"



The Queen glared at Alice. "OFF WITH HER HEAD!" she shouted again.

But Alice just took another sip. "Look, I'm growing TALLER — and STRONGER!" she exclaimed . . .

4 "My ears and whiskers," said the Rabbit, "Welch's Grape Juice doesn't work *that* fast! But it does give you VITAMINS, and MINERALS, and a heap of QUICK FOOD ENERGY!" "OFF WITH HER HEAD, I SAY!" broke in the Queen, starting for Alice.

"You're nothing but a card," said Alice scornfully, "and I'm going to push you right over!" So she raised her glass to take another delicious sip — AND . . .

Hurray for the Welch's ...

FLIP went the Queen!

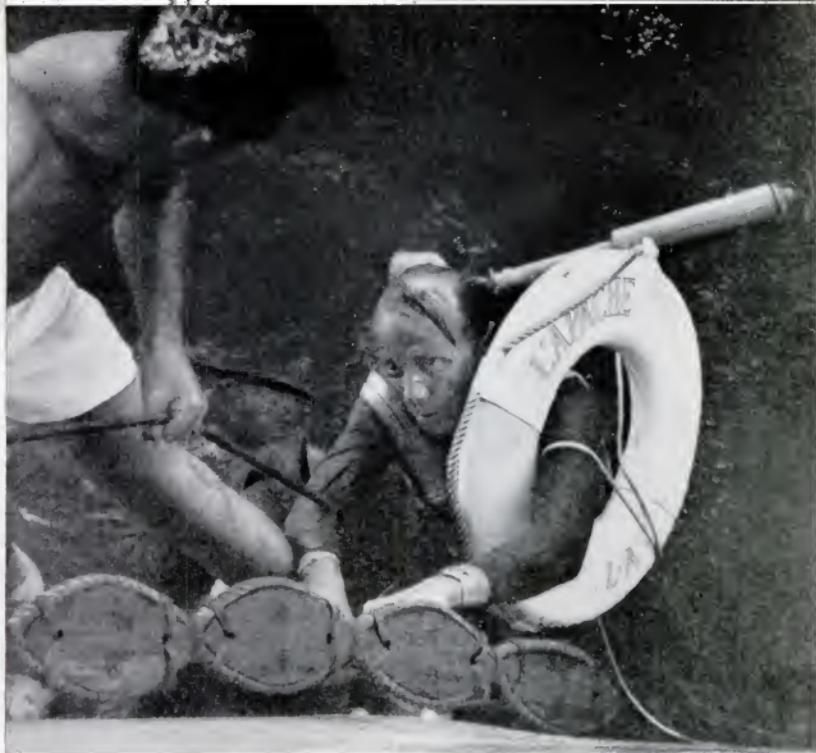


This is no fairy tale! Welch's Grape Juice is packed with health. Try the icy, spring-fresh tang of the Frozen Concentrate for a grand change from other breakfast juices. (It's enriched with Vitamin C.) Or mix Welch's bottled Grape Juice with soda, ginger ale, water or milk for a delicious afternoon thirst-quencher. However you buy it, in the bottle or in the can, you'll love Welch's. Get it at your grocer's today.

© WELCH GRAPE JUICE CO. 1951

NEW!
Frozen Concentrated
Grape Juices
Vitamin C enriched.
Thirst quencher makes
6 glasses 1 1/2 pints.

The Health Drink Children GO for!



WATERLOGGED, EXHAUSTED AND BLACK FROM THE SUN, SIERKS CLUTCHES THE SHIP'S LADDER WHILE SAILOR PREPARES TO PULL HIM TO SAFETY

"DON'T GIVE UP, YOU WEAKLING!"

Survivor describes his harrowing ordeal by sharks after 30 hours in ocean with only a life preserver

by TED SIERKS

Aboard the 72-foot cutter "L'Apache," running second in the annual open ocean race from Los Angeles to Honolulu, was a 40-year-old photographer named Ted Sierks. On July 11 Sierks toppled overboard and for one and a half days, while an escort carrier, four destroyers, three destroyer escorts, six yachts and a B-17 searched for him, he bobbed about in mid-Pacific supported only by a small life preserver. Now recuperating in Honolulu, Sierks is donating LIFE's payment for his story to the recreation fund of the "Douglas A. Monroe," the ship which rescued him.

It happened at 7:30 a.m. I remember the brief, flashing moment and the long, dragging hours that followed even better than I do the time since—because I was convinced that those hours would be my last.

There was a strong wind, and our cutter, Mr. and Mrs. Clare Brunson's *L'Apache*, was boeing along at a good 10 knots. We had the wind with us, and our huge mainsail and big,

ballooning spinnaker up forward were straining under the force of it. With our boom out over the sea like that, we watched anxiously as the waves reached up nearer and nearer to it on each roll. Then a big one hit the boom with a smack that broke the tackle. To fix it we hauled the boom in as close to the cutter's side as we dared, and I reached out across the roiling water to fix it.

One heavy, smashing wave, a tipping roll of the *L'Apache*, and I was in the water.

I surfaced immediately and swam for the stern of the cutter. She was dragging her log, a device on a long line put out to calculate the speed of the yacht, and I made a desperate grab for it. I caught it, but the thing has a set of spinning blades on the end, and that is what I grabbed. The blades cut up my fingers and gashed my wrists, but I held on—until the light cotton line parted. At that moment someone aboard *L'Apache* tossed me a life preserver. I got it before it floated away. As I wriggled my arms through the ring

buoy, I watched the crew trying to come about after me. With that big spinnaker set forward, it took time; they had to get it down before they could come back into the wind.

By the time they got back in my direction, we had become too far separated. I could barely make out her tall mast as she pitched through the waves about 200 yards from me, and it was impossible for them to make me out. *L'Apache* stayed in the area, searching back and forth for three hours. But already the strong wind and current were carrying me away from the area they were searching.

Then, at last, the cutter disappeared from view. I prayed; I probably prayed more during those 30 hours than I have in my whole lifetime. And I reviewed my life, too, as they say you always do at a time like this. There was nothing else for me to do; here I was, 2,400 miles from San Pedro Harbor and 840 miles from Honolulu. North: the Aleutians; South: Antarctica. I was out of the shipping lanes too, up in a seldom-traveled part of the

"Me, too"

says
Teresa Wright

How to Lose Weight and Look Lovelier

Now! Reduce—and look lovelier while you are doing it! *Lose weight the way Nature intended you to!* A quick, natural way with no risk to health. If you follow the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure!

This is because the Ayds way to reduce is a natural way. When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs. It calls for no strenuous diet...no massage...no exercise.

Ayds is a specially made candy containing honey, giving it a natural taste. It acts by reducing your desire for those extra fattening calories...works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day, when you follow the Ayds Plan.

Women all over America now have lovelier figures with the help of Ayds. Users report losses up to 10 pounds with the very first box. In fact, you lose weight with the first box (\$2.98) or your money back. Get Ayds from your druggist or department store—a full month's supply, \$2.98.

*** "I think Ayds are just a wonderful help to any woman who wants to get slim, and I am sure they are safe," says actress, produced by Niven Bush, on RKO release. "Ayds is the way Nature intended you to lose weight so easily and pleasantly—the way Nature intended you to look."**

AYDS Vitamin Candy

The Loveliest Women in the World take AYDS



HEY GANG! TAKE A LOOK AT THIS ROAD GRADER!



This authorized reproduction of the giant Adams Diesel Road Grader is a real construction toy! You can scrape away dirt, sand, mud, earth, build roads and cut away hills to make airports! Look at those six huge wheels—the big blade that adjusts three ways. See it and you'll get one! Retail price—13.95; 11 Western States—14.75.

Model



THE CHAS. WM. DÖEPKE MFG. CO., INC.
ROSSMOTNE, OHIO

KINGBILT Slacks assures you of slacks that fit well, look well and wear well. Especially tailored in a wide variety of smart fabrics, KINGBILT Slacks are popularly priced. See them at your favorite store, or write:

DELMAN & COMPANY, Main Office, Jefferson City, Mo.
New York Office: Empire State Building, New York 1, N.Y.



PHOTO BY SIERKS, one of few he made before he was washed overboard, shows crew members of the *L'Apache* peeling potatoes after race is under way.

SEA RESCUE CONTINUED

Pacific where we had headed in order to reach the best winds. I calculated the chances against me as, conservatively, a million to one. I pulled off my heavy rubber boots and dragging pants; in my long woolen underwear I felt no colder but a lot lighter. The ring buoy bobbed on the waves and jerked my shoulders ceaselessly. White-caps smacked me in the face. Blood from my fingers and wrists oozed into the water. That, I suppose, is what attracted the shark.

The first I knew of him was when he shot up from below and made a pass at my feet, hanging white and water-soaked below me. I saw him in the split second's time to jerk my feet out of his path. He did not flash on by me though, and as I kicked out to try to frighten him away (the way they tell you to in books) I actually barked my shins on his rough hide. He whisked away to make another pass.

How I did what I did next, I'll never know. But I hardly had any choice. When the shark came circling back after me, I made a pass at him with the knife that, by God-given fortune, I had had in my belt when I went overboard. He came so close and so slowly that I actually got the knife into him, right near the backbone. It slowed him enough so I could grab him by the tail and get in another sharp stab. This time he thrashed over onto his back to get his underslung jaws at me, but he also exposed that pale, vulnerable underbelly. One slashing stroke of the knife ripped it open. A gushing swirl of blood and he was gone. He did not come back.

But others would as soon as that blood spread a little, so I swam as far away—and as fast—as I could. By this time it was sundown. I had had the night watch on *L'Apache* before going over, and after the day in the water and the tangle with the shark, I was exhausted. My skin had become a dead white, and although the water was not especially cold, I ached all over from being in it so long. My tongue felt like sandpaper, and the salt water had given me an agonizing thirst. Try as I would, I could not keep my head up. This was what I had expected, of course, but I wonder now at the resignation with which I accepted it.

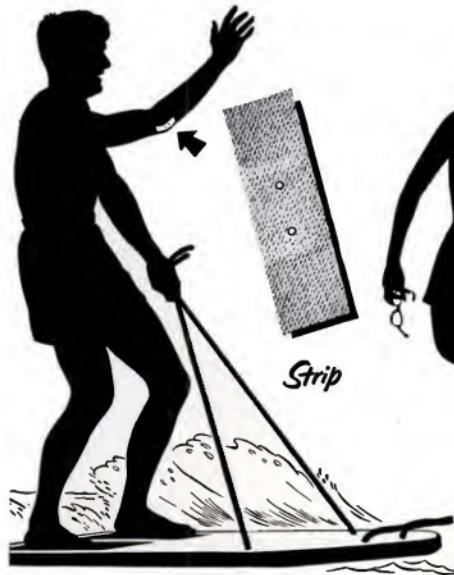
Glare in the sky

I PRAYED for what I was sure would be the last time. It was the Lord's Prayer. I remember that I changed it to "my life's trespasses" instead of just "trespasses." Then I let my head sink down onto the life preserver. Something deep inside my subconscious seemed to rise within me, and I could have sworn that I distinctly heard a voice say "DON'T GIVE UP, YOU WEAKLING!" Almost involuntarily I straightened up, and as I gagged and coughed the water out of my mouth and nose I saw, directly in front of me and about a mile upwind, a glare that lit up the whole sky. For a split second I did not realize what it was: a parachute flare. Under it I made out searchlights poking their long fingers across the water. The Navy was out looking for me.

Those are the few minutes I remember most clearly of all; the last prayer, the angry, noisy sea, the choking, panicky sensation as water gets into the lungs, that voice was one I was sure I heard, and then the brilliant light in the sky. It was an eerie thing, out there as I was in the middle of the measureless, timeless sea.

But the thought that there was still a chance brought me back to reality fast. Now I fought to keep erect in the tossing ring buoy.

They stretch — they're flesh-colored New BAND-AID^{*} elastic dressings!



1. Lets joints bend comfortably!

BAND-AID Strip Dressing stretches with every movement. Stays put firmly, doesn't bind. Flesh-colored like your own skin. A blessing for elbows, knees, knuckles and wrists! Familiar oblong shape.

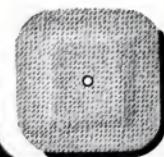


**BAND-AID
ELASTIC
ADHESIVE BANDAGE**

2. Clings snugly to curved surfaces!

Palm, foot, shoulder, leg — BAND-AID Patch Dressing fits smoothly on hard-to-bandage places. Seals on all 4 sides to guard against dirt and moisture. For blisters, boils, head and scalp wounds, too.

**BAND-AID
PATCH
DRESSING**



Patch



Spot

3. Stays put on tiny injuries!

BAND-AID Spot Dressing is a small flesh-colored circle that seals all around. Looks neat and inconspicuous on fingers and face. Ideal for puncture wounds, corns, children's tiny nicks and scratches.



**BAND-AID
SPOT
DRESSING**

Patch & Spot Dressings packed together in new, flat box.

All 3 have these advantages . . .

- They fit better because they stretch
- Individually wrapped
- More comfortable
- Stay put without binding
- 100% sterile
- Waterproof
- Flesh-colored, inconspicuous

*BAND-AID means made by

Johnson & Johnson

SEA RESCUE CONTINUED

Attached to it was a tiny light, put there to help rescuers at night. I flashed it on, but no one saw it. Even when a plane passed by, within a mile of me, no one noticed my feeble little light flashing like a firefly in a canyon. Then a giant wave swept me under. When I bobbed up again, the light had failed.

But those ships were still over there, not so far away, it seemed now, and they were still crisscrossing about searching for me. I even started to swim a little, crawling toward them. Two of the ships came in my direction, and both passed by me. One was on either side and about 200 yards away. I yelled my lungs out, but no one heard me. An hour after this another ship came toward me, straight toward me, while I alternately yelled and cheered. On she came until I could make out distinctly the line of her big bow slicing through the waves. She was within an eighth of a mile when suddenly she turned about and went downwind. Soon all the lights were gone, and I was alone again in the sea.

There was still one more, though remote, chance. By daylight the ships would undoubtedly be back. So I waited, while glowing, phosphorescent jellyfish came floating up from below to sting my bare feet, while a pilot fish nosed toward me, then ducked away when I stabbed at him with my knife. With the dawn came the ships, just as I had figured.

But again they came up close, not close enough, and sailed away.

I did not have time to get discouraged though, for despite the fact that I had once been ready to resign myself to drowning, I still could not give in to the sharks. Now two more came into view. The first was a big 10-footer, and he swam at me, belly up, trying to swipe off my feet with his gaping jaw. I yanked them out of the way and got my knife into him once. He did not come back. The other one looked to be about eight feet long. And he was more patient. He sat there in the water just out of reach, gliding slowly toward me whenever my head drooped a little. This was when the metal light attached to the ring buoy, though had not brought my rescue, saved my life just the same. I looped my feet up onto it, and when the shark struck, his great teeth clanked against the hard metal. He swam off and kept his distance.

By now it was one in the afternoon. I had been in the water 30 hours without sleep two nights. I could stand it no longer. It was literally at this last moment that I saw the two destroyer escorts, steaming along slowly, headed for home but still searching. This time I was right in line with their course. This time they could not possibly pass me by.

They came so close that I could see the whole ship's company lining the rail and searching the surface of the ocean. But they did not see me. I shouted across the narrow stretch of water at them. A man on the foredeck of one of the ships, scanning the sea in the opposite direction, heard me. He spun about and looked straight in my direction. Then I knew they had finally found me.

It was hard for me to believe. Here the two ships came, right up alongside me. A man stood ready with a line. A rope ladder snaked down the side of the nearest ship. Then the line whirled out across the sky and popped down in the water right next to me. I grabbed it and pulled me toward the ship. Even after my ordeal I was a little surprised to find I was too weak to climb the ladder. A sailor plunged in beside me and boisted me into the arms of two others who started to haul me up the ladder. As my legs swung out of the water one last rolling wave came in and climbed up the side of the ship. It missed me by a few inches and fell back with an angry splash as I was hoisted up the swinging rope ladder to the ship's deck and safety.



"LUCKIEST MAN ALIVE" was what Siersk called himself after rescue as he showed off his life preserver and the knife with which he killed the shark. He was discovered 15 minutes before the Navy had planned to call off the search.

Which girl has the natural curl... and which girl has the Toni?



Pat Bernard and Rita Daigle of New York share the secret of the locket. Secret, too, is the Toni wave! The Toni girl says: "Everyone thinks my hair is naturally curly—my wave is so soft and takes so little care!" Can you tell the naturally curly hair from the Toni wave? See answer below.

Gentle Toni with Permafix guarantees a wave you can't tell from naturally curly hair!

Look closely! Compare the deep, soft, rippling waves and the natural-looking curls. Which is which? You just can't tell!

No—you can't tell a Toni from naturally curly hair. And the reasons are simple. Toni has a gentler waving lotion than any other

permanent. Plus Permafix, a more thorough neutralizer that conditions your wave to silky softness and makes it last much longer. Discover why more women use Toni than all other home permanents combined. Have a Toni with Permafix today,

and tonight have a wave so naturally lovely, people ask you if you have naturally curly hair! And month after month your Toni will take no more care than naturally curly hair.

Remember Toni alone, of all home permanents, guarantees a wave you can't tell from naturally curly hair—or your money back.

Beautiful Rita Daigle, the girl on the right, has the Toni.

You can't tell a **Toni**
from naturally curly hair!



something to help

cool 'em off

and

calm 'em down

You know there's nothing like a tall, tinkling glass of Iced Tea to cool you off when you're hot and thirsty.

But did you know there's also nothing like that same great cooler-offer to help calm you down when you're keyed up and "under pressure"? Yes, tea—iced or hot—has a unique quality: see if it doesn't relax you as it refreshes you.

Drink plenty of tea this summer, hot or iced, and see if it doesn't help relieve the pressure of your day and make you feel better.

Saves you money, besides! Tea costs less—for less—than any other beverage you can serve.



Did you know that tea, iced or hot, can go a long way toward helping people who are

"under pressure"



To make 4 tall, tinkling glasses of Iced Tea like this, pour 4 cups of boiling water over 6 teaspoons of tea or 6 tea bags. Let stand 3 to 5 minutes. Stir, strain; pour into ice-filled glasses. Add sugar and lemon to taste.

iced tea

IT'S FUN TO EAT OUT. When the waiter asks "What will you have to drink?" say "Iced Tea." More and more restaurants and hotels today pride themselves on the way they make iced tea with that "homemade" flavor.

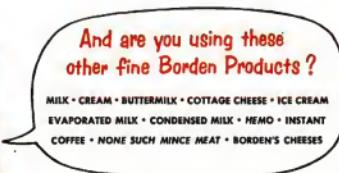
tea council

Cool them off the healthy way!



Borden's **CHOCOLATE** DRINK

- Let them fill up to their hearts' content—Borden's Chocolate Drink is good for them!
- For there's lots of the milk nourishment they need in this wholesome dairy food beverage.
- And youngsters *love* the wonderful chocolate flavor. Try some yourself . . . taste how delicious and refreshing it is!
- Borden's Chocolate Drink comes ready to use. No mixing! Serve cold—right from the refrigerator.
- Start today . . . cool them off the healthy way with Borden's Chocolate Drink!



IF IT'S BORDEN'S — IT'S GOT TO BE GOOD!

★ Put Borden's Chocolate Drink on your shopping list today . . . or leave a note for your Borden Milkman.



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UNDER ULTRAVIOLET LIGHT FLUORESCENT CORN (LIGHT BLUE) DIFFERS SHARPLY FROM ORDINARY CORN. IN NORMAL LIGHT THEY ARE INDISTINGUISHABLE

A-BOMB'S RAYS PRODUCE GLOWING CORN

A strange new kind of corn which glows with a cold blue fluorescence under ultraviolet light is now being grown at the California Institute of Technology. The spectral seedlings are descendants of corn which was exposed to atomic radiation during the Bikini tests to determine the effects of A-bomb radiation on living things.

This unnatural mutation is the most recent of many genetic freaks discovered in Cal Tech's Navy- and AEC-sponsored study of irradiated seeds (*LIFE*, April 12, 1948). Acting on a hunch, Geneticists H. J. Tess and E. G. Anderson examined a batch of normal-looking green seedlings under ultraviolet light. Instantly a few of

the plants stood out sharply from the rest. These gleaming sprouts represented a type of mutation different from any of the others produced by the A-bomb's rays. In form and size they are perfectly normal. Their only abnormality is a chemical one: the presence of the fluorescent substance that gives them their blue glow.

*Live life,
every golden
minute of it...*

*enjoy Budweiser.
every golden
drop of it!*

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50-CENT WEATHER BUREAU

New book shows how any child can be a prophet

For youngsters who know that grownups never do anything about the weather, a New York City science supervisor named Herman Schneider has written a book (*Everyday Weather and How It Works*, \$2.75, Whitman House—McGraw-Hill) explaining how an enterprising child can confound his primitive parents. The book, which will be out next week, tells what weather is, how to forecast it and how to make a weather station at home. Basic ingredients (*right*) for six standard weather instruments can be "scrounged" around the house and stuck together with glue, Scotch tape and staples in a couple of hours at a cost of about 50¢. When assembled they will give a neophyte weatherman rough readings on wind velocity, moisture in the air, atmospheric pressure, direction of room air currents, amount of rainfall and wind direction. Equipped with these facts a junior forecaster who has read the book carefully and has a nose for weather will be able to tell mama when to take her umbrella and when to leave it home. Even if she gets wet he need not be chagrined—New York City's scientifically equipped weather bureau was 20% wrong on rain forecasts in 1950.



RAW MATERIALS for station include 4 milk cartons, 5 cups, 2 hangers, 3 paper clips, 6 tacks, metal snap, 2 pennies, match, 2 eyewash bottles, glass vial, balloon, paper, tin can, spool of thread, 2 rubber bands, 2 straws, 2 needles, a human hair.



YOUNG FORECASTER HOLDS WEATHER VANE, ANEMOMETER. ON TABLE (LEFT TO RIGHT): HYGROMETER, AIR CURRENT INDICATOR, RAIN GAUGE, BAROMETER

Weather Bureau CONTINUED

HOW TO BUILD A BAROMETER



COVER open end of tin can with balloon rubber patch drawn taut and held with elastic hands. Tie length of thread to cardboard match, fix the match to rubber drum with Scotch tape. Draw letter H on bottom of milk carton, cut along it with razor, folding up loose ends for tabs (below).



BORE hole in each tab which must be large enough to let needle turn freely when in place. With tin can in carton, push the thread up through the trap door opening made by folded tabs, loop twice to left around needle's shaft. Tie loose end to paper clip which holds penny weight (below).



CUT a 3-inch length of broom straw, push one end through needle eye and glue in place. Draw a half circle on card, mark LOW, MEDIUM, HIGH, and number from 1-13 (below). Tack card to back of milk carton just behind the broom straw. Set broom straw indicator straight up at MEDIUM.



PLACE completed barometer where temperature change is least; closet or cellar. It will show changes in air pressure as heavy air pushes rubber drum down making thread turn needle and straw point toward HIGH. Light air will let weight pull thread up, twist straw pointer toward LOW.

A large black and white photograph of actress Shelley Winters. She is smiling broadly, showing her teeth. She is holding a tall, slender bottle of Royal Crown Cola in her right hand. The bottle has a label that reads "ROYAL CROWN" and "RC COLA".

ROYAL CROWN
RC COLA

*RC makes you
feel like "NEW!"*

says **SHELLEY WINTERS** co-starring in "**A PLACE IN THE SUN**"
A George Stevens Paramount Production

"When I feel tired, when I need a lift, it's RC for me every time! And RC tastes best, too! I found that out when I chose RC in an impartial taste-test...so now I always serve it to my friends!"

You're so-o right, Shelley! Royal Crown Cola does taste best. And you get two full glasses in each big, BIG bottle! Try RC—and feel like new!



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OVER 28% OFF

**HELEN CORNELL
TOILET OR BATH SOAP**

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Now Only

89¢

Cleanses gently yet thoroughly...leathers luxuriously...comes in four exquisite fragrances...four bath-size or six toilet-size cakes to box.

**GIVEN
25¢ MECHANICAL PENCIL
WITH EVERY**

**LORD BALTIMORE
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**Both
for
Only
59¢**

Top quality prop-pel mechanical pencil with sturdy clip. Portfolio contains white linen writing paper and envelopes. A real buy!

TOILETRY TIPS

Dalley Deodorant Cream, 1½ oz., 49¢
Rexall Deodorant Stick, 2 oz., 50¢
Carna Name Deodorant Cream, relieves perspiration, vanishes quickly, stainless, 2 oz., \$1.10
Carna Name Hermone Cream, 10,000 I.U. Estro-
gen, Hormones per oz., 2 oz., \$1.45
Carna Name Face Powder, 8 ounces, shades, \$1.10
Silque Beauty Lotion, the "all-over" skin
lotion, non-sticky, fragrant, 6 oz., \$1.00
Helen Cornell Bath Powder, 9 oz., \$1.25

FIRST AID HELPS

Rexall Reel-Roll Cotton, rolls out amount needed, first-aid cotton, 3 oz., \$1.00...\$1.54
Rexall-San, antiseptic burn dressing, 1½ oz., \$1.50
Rexall Surgical Powder, 1 oz., \$1.25
Rexall Mercurochrome, with applicator, ½ oz., \$1.00
Rexall Tinactine Iodine, with applicator, 1 oz., 25¢

YOU CAN TRUST THIS MAN
He's your Rexall Family Druggist...a
gracious, reliable pharmacist...a
neighbor, friend, neighbor or
community. Take your prescription to
your Rexall Family Druggist.

Rexall
DRUGGISTS OF AMERICA

Eight reserved to limit quantities. Cosmetic items subject to Federal Tax. Items and prices may vary slightly in Canada.
Rexall Drug Company, Los Angeles 48, California.

**Facial Tissues, Klenza, big 300-sheet box,
extra-soft and absorbent.....** 24¢

**Rexall Pro-Cap Adhesive Tape, 1 in. x 10 ft.,
Imp. 1½ in. yd., reg. 35¢.....** 24¢

Rexall Milk of Magnesia, smooth, full pint.... 39¢

**Rexall Mi-31, ideal mouthwash, gargle, breath-
odorant, all-purpose antiseptic, pint.....** 79¢

**Rexall Foot Powder, Relieves burning, absorbs
perspiration, helps prevent
odors, 4 oz.....** 33¢

**Thermodox Tablets, Combination of soft and
dextrose, for prevention of heat exhaustion, 100's.....** 35¢

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to give satisfaction or your money back**

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**REXALL
YELO**
Half-Pint with Eye-Cap
59¢

A wonderfully soothing and cleaning
lotion that quickly relieves
tired, burning or overworked eyes.

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RELIEF IN ONE MINUTE**

TRY BISMA-REX
4 oz. **69¢**

Neutralizes excess stomach acid
instantly! Relieves...eases gastric
distress...soothes and protects
irritated stomach membranes.

**COMPLETE
VITAMIN PROTECTION**

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PLHENAMINS \$2.59**
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Just two capsules a day give you
10 vitamins, including Vitamin
B12, plus valuable Liver Concentrate
and Iron.

STATIONERY VALUE

Symphony Oakgrain
Large flat sheets of highest
quality flat writing paper, with
matching envelopes.

\$1.39

**Klenza, big 300-sheet box,
extra-soft and absorbent.....** 24¢

**Rexall Pro-Cap Adhesive Tape, 1 in. x 10 ft.,
Imp. 1½ in. yd., reg. 35¢.....** 24¢

Rexall Milk of Magnesia, smooth, full pint.... 39¢

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perspiration, helps prevent
odors, 4 oz.....** 33¢

**Thermodox Tablets, Combination of soft and
dextrose, for prevention of heat exhaustion, 100's.....** 35¢

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New sugar-free formula helps
prevent tooth decay, especially
when used after eating. Delight-
fully refreshing flavor.

**3-WAY TREATMENT
FOR ATHLETE'S FOOT**

FUNGI-REX
(COMBINATION PACKAGE)
\$1.57

Complete treatment kit that
eases burning, irritation and dis-
comfort of Athlete's Foot...it
helps prevent re-infection.

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**REXALL
GYPSY CREAM**
Half-Pint **59¢**

Quick, cooling, soothing relief from
sunburn, heat rash, poison ivy,
insect bites or chafing. Greaseless
and stainless!

FOR AN EVEN, GOLDEN TAN
Gypsy Sun Tan Lotion

3 oz. **49¢**

Filters out burn-
ing rays...lets
the "tan" come thru...helps
prevent excessive dryness.

SAVE 39¢

**REXALL DELUXE
TOOTH BRUSHES**

Reg. 59¢ Each

NOW 2 FOR **79¢**

Available in five approved styles, with longer-lasting,
water-repellent Hyzon bristles, medium or hard; also
two styles in natural bristles.

EVERYDAY NEEDS

Elay's Insecticide, 55% DDT, full pint..... 29¢

**White Shoe Cleaner and Polish, 6 oz., cap keeps
moppy sanitary and ready to use, 3 for \$1.00.....** 14¢

Rexall Skin Seal, medicinally pure, 8 oz., 25¢

Instant Aspirin Liniment, 2 oz., 25¢

Snugfold Folding Fountain Syringes, 4 qt., \$2.75

WRITING SUPPLIES

**Symphony Floral Notes, gold deckle, French
fold notes and envelopes.....** 59¢

**Symphony Friendship Letters, floral design
flat sheets, 100's, 11" x 17".....** 79¢

Al Mall Tailor, onion skin, 6 x 10"..... 15¢

Air Mail Envelopes, per pack..... 10¢

REXALL REMEDIES

Rexall Corn Salve, grainless corn remover, 29¢

**Rexall Antihistamines, quick relief from cold
symptoms, 15 tablets.....** 39¢

Rexall Peppermint Headache, 4 oz., 25¢

Rexall Peppermint Icy Lotion, 2 oz., 50¢

Rexall Peppermint Icy Lotion, 16 oz., 1.25¢

Rexall Pain Reliever, 25-tablet bottle..... 54¢

**Rexall Rub-Rub, soothing relief for muscle
ache due to exertion, 6 oz., 89¢**

MEDICINE CHEST VALUES

Rexall Alice Rex Rubbing Alcohol, full pint..... 59¢

**Rexall Alice, medicated cream for simple skin irri-
tations, 16 oz., 59¢**

Rexall Aspirin, no老虎-acting medicine, 100's, 59¢

Rexall Mineral Oil, heavy body, full pint..... 89¢

Rexall Boric Acid, powdered or crystal, 4 oz., 33¢

Mercuric ACP Tablets, aspirin comp., 25's..... 39¢

FOR MEN ONLY

**Stag Brushless Shave Cream, no luffa, no rub-in,
stays moist, lathers well, 16 oz., 75¢**

Stag Moisture Lotion, skin freshener, 6 oz., 75¢

Stag Hair Oil, pleasantly scented, 3 oz., 40¢

Stag Deodorant Cologne, for active men, 6 oz., 75¢

DENTAL BUYS

**Rexall Klenza Antisepic, ruby-red, cinnamon-
flavored mouthwash and gargle, pint.....** 79¢

Rexall Ammoniated Tooth Powder, plain, 3 oz., 45¢

Rexall Ammoniated Tooth Powder, 6 oz., 55¢

Rexall Dentabrite Denture Cleanser, 4 oz., 59¢

HAIR CARE SPECIAL
**REXALL
Coconut Oil
SHAMPOO**

6 oz. Reg. 53¢ Only **39¢**

You get super-abundant lather even
in the hardest water. Hair is left soft,
lustrous, radiantly clean.

Reduced This Month
Dainty Mist DEODORANT

(Plastic Squeeze-Bottle)

75¢ Value - 1½ Oz.

NOW ONLY **49¢**

No mess, no fuss. Easiest and quickest of them all. Just a simple spray
gives protection all day.

Medicine Chest "Must"
**REXALL
QUIK-BANDS**

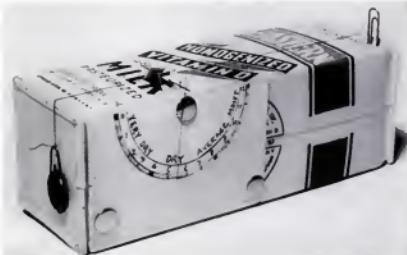
36's **33¢**

The only ready-to-use
bandage made with
famous Rexall Pro-Cap Adhe-
sive Tape. Plain or
Mercurochrome.

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

SOME TIPS FOR HOME PROPHETS

When the last eyedropper, paper clip or thumbtack is in place, the parlor prophet has same basic equipment as any weather station. The barometer is most important, since it indicates changes in air pressure. Cool, dry air has more pressure than warm, moist air, so pressure increase could mean fair and cool weather. A drop may mean rain. Hygrometer, by showing increasing humidity, indicates approach of a warm "front"; this reading, together with barometric data and wind direction, form primary basis for forecast. In eastern U.S., westerly winds generally mean fair days, east wind heralds rain. Trick is how to combine readings with practical observations of clouds and sky, come up with sound diagnosis. If barometer drops, humidity is high, and the wind easterly, rain should follow. But if wind shifts suddenly it might not rain for days.



HYGROMETER measures degree of moisture in the air. A nine-inch human hair attached to indicator shrinks in dry air, stretches in wet, turns the pointer accordingly. To adjust, leave in steamy bathroom, set the straw at **MOIST**.



CURRENT INDICATOR spins to the left in a rising air draft, to the right if the air is sinking. Empty half of metal snap fastener stuck in umbrella-like spinner's center forms a socket for needle, lets six cardboard flaps whirl it easily.



ANEMOMETER (right) made with Lily cups tells wind speed in miles per hour (count number of turns in $\frac{1}{2}$ minute, divide by five). At left is weather vane. To make center bearings, close small end of glass eyedropper with heat.

LOVE THAT RED HEART



the only 3-flavor
dog food U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Exactly the same food, flavored 3 ways—beef, fish, cheese. John Morrell & Co., Meat Packers, Ottumwa, Iowa.

HOW TO KILL CRABGRASS

THERE is good news for those who enjoy a lawn of verdant velvet but who detest the tedious task of

SPRAY with Potassium Cyanate IT'S EFFECTIVE • EASY • ECONOMICAL

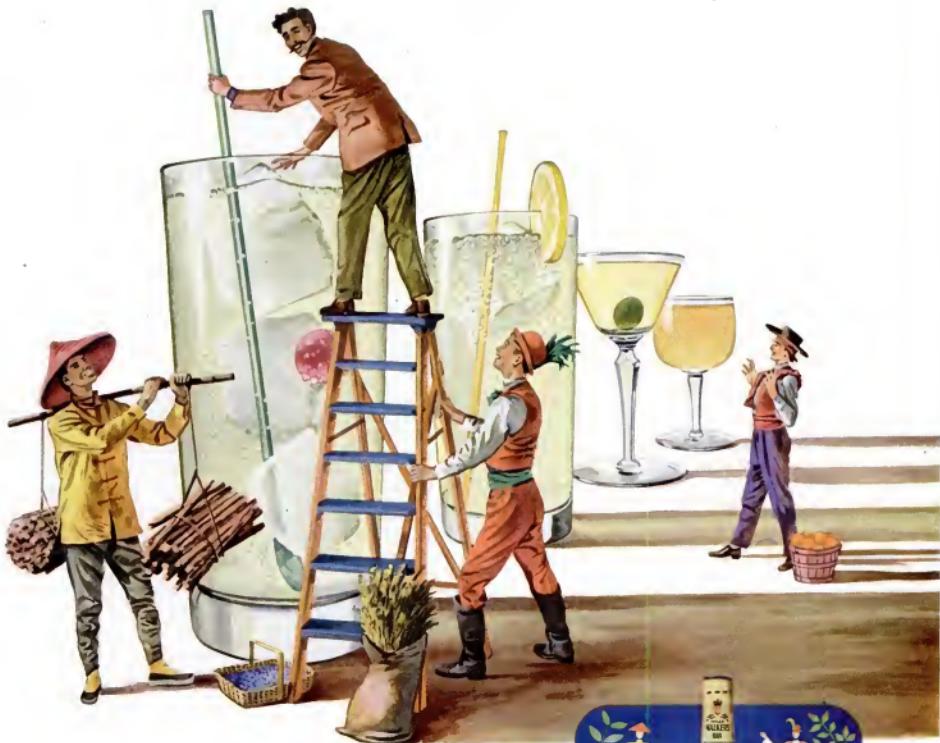
Extensive tests by Agricultural Experiment Stations and Turf Specialists prove potassium cyanate outstanding for crabgrass control. Cyanate is not dangerous to children and pets. It is easily applied—merely dissolve in water and spray—for even over-all or spot coverage.

KILL CRABGRASS NOW

Spray cyanate now to kill crabgrass before it goes to seed; reseed bare spots with good grass seed. Your Garden Supply Store has one of these potassium cyanate crabgrass killers:

Wadonee Crabgrass Killer • Crab-Nat Crabgrass Killer
Ded-Weed Crabgrass Killer • Miller's Crabgrass Killer
Selco Crabgrass Killer • Weedonal Cyanate
Crabgraxx • Grever's Crab Grass Killer • P. C. 80
Daubie O Crabgrass Killer • Miller P. C. Weed Killer

A development of
AMERICAN CYANAMID COMPANY, NEW YORK 20, N.Y.



They grow Imported Botanicals for pick-of-the-crop gin drinks

Want to know something that makes friends say "How do you do it?" when you mix a Tom Collins, Fizz, Martini or Orange Blossom?

Here's how! Just bank on the men who grow the rare *Imported Botanicals* which make Hiram Walker's Gin so much *tastier*...cassis from Indo China, juniper from Italy—the many delicate

herbs, roots and berries that give this gin its famous flavor.

When these "vintage year" botanicals are added to Hiram Walker's years of distilling skill, superlatively fine gin is the result.

Taste the difference Hiram Walker's Gin makes—whatever your favorite gin drink may be.

90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.



HIRAM
WALKER'S
Distilled London Dry
GIN

FOR SALE AT THESE FINE STORES

ALABAMA	KENTUCKY
Birmingham Hood-McPherson Farm Co.	Frostfoot ... South's Inc.
Loveman ... Jones & Cook	Leavenworth ... Standard Farm Co.
Mobile ... George Simpson, Inc.	Lexington ... Delavan Farm Co.
Montgomery ... Montgomery Farm	Pawnee ... York Farm, Co.

LOUISIANA	MARYLAND
New Orleans	Marion Block's

ARIZONA	KENTUCKY
Phoenix ... Maples	Frostfoot ... South's Inc.

CALIFORNIA	MARYLAND
Alameda ... Atherton's	Baltimore ... Household Home & Co.
Eureka ... Loft & Werth	Boston ... Furniture Co.
Fresno ... W. H. Clark	Brownsville ... J. A. Smith
Los Angeles ... Corcoran	Glendale ... Wayne & Williams, Inc.
Los Angeles ... Barker Bros.	Long Beach ... Delavan Farm Co.
Mountain View ... Correll's	Los Angeles ... York Farm, Co.
Oakland ... Grand Rapids	Troy ... Marion Block's
Sacramento ... Marsteller's	Markel ... House of Fine Farm.
Santa Barbara ... Pastore Shatto	Montgomery Farm Co.
Santa Ana ... Klein	New Orleans ... Marion Block's
San Jose ... Brainerd's	Seattle ... Beckert's

MISSOURI	MARYLAND
Nashville ... Pfeifer Farms	Baltimore ... Household Home & Co.
St. Louis ... The Golden Rule	Boston ... Furniture Co.
St. Paul ... St. Paul	Brownsville ... J. A. Smith

MISSISSIPPI	MARYLAND
Hattiesburg ... Pioneer Farm Co.	Baltimore ... Household Home & Co.
Meridian ... Meekins	Boston ... Furniture Co.

COLORADO	MARYLAND
Denver ... Daniels & Fisher	Baltimore ... Household Home & Co.

CONNECTICUT	MARYLAND
Darien ... Henry C. & Son	Baltimore ... Household Home & Co.
Hartford ... S. Fox & Co.	Boston ... Furniture Co.
Manchester ... Williams Bros., Inc.	Brownsville ... J. A. Smith
Middlefield ... Waynes Farm, Shops	Long Beach ... Delavan Farm Co.
Stamford ... W. L. Board	Troy ... Marion Block's

DISTRICT OF COLUMBIA	MARYLAND
Washington ... Meyer & Company	Baltimore ... Household Home & Co.
Washington ... Woodward & Lothrop	Boston ... Furniture Co.

FLORIDA	MARYLAND
Jacksonville ... Cohen Bros.	Baltimore ... Household Home & Co.
Miami ... Moore Farm, Co.	Boston ... Furniture Co.

Orlando ... Tewell Dry Goods	Brownsville ... J. A. Smith
St. Petersburg ... Mats Bros.	Long Beach ... Delavan Farm Co.
Tampa ... Moore Bros.	Troy ... Marion Block's

GEORGIA	MARYLAND
Atlanta ... Georgia Farm Co.	Baltimore ... Household Home & Co.
Atlanta, Albany ... Newbern's	Boston ... Furniture Co.
Atlanta ... Atlanta Newsprint Co.	Brownsville ... J. A. Smith
Aspinwall ... Seven Sons	Long Beach ... Delavan Farm Co.
Columbus ... Kivens'	Troy ... Marion Block's

IDAHO	MARYLAND
Boise ... Standard Farm Co.	Baltimore ... Household Home & Co.

ILLINOIS	MARYLAND
Aurora ... Dennis Farm & Shop	Baltimore ... Household Home & Co.
Chicago ... Corcoran, Scott	Bethesda ... Wm. Monroe
Des Plaines ... Kline's	Bethesda ... Wm. Monroe
Decorah ... Bachman Farm	Bethesda ... Wm. Monroe
Joint ... Fitzgerald's Farm Co.	Bethesda ... Wm. Monroe
Kankakee ... Cushing	Bethesda ... Wm. Monroe
Mc. Corvall ... Coopers	Bethesda ... Wm. Monroe
Park Ridge ... Peeler Farm Store	Bethesda ... Wm. Monroe
Peoria ... J. L. Marshall & Sons	Bethesda ... Wm. Monroe
Rochelle ... Resell	Bethesda ... Wm. Monroe
Springfield ... A. Duson & Sons	Bethesda ... Wm. Monroe
Waukegan ... Dennis Farm	Bethesda ... Wm. Monroe

INDIANA	MARYLAND
Evansville ... John M. Karp	Baltimore ... Household Home & Co.
Fort Wayne ... The Jefferson News	Bethesda ... Wm. Monroe
Hammond ... E. C. Mayes	Bethesda ... Wm. Monroe
Indianapolis ... Raynor's	Bethesda ... Wm. Monroe
Michigan City ... Raynor's	Bethesda ... Wm. Monroe
Muncie ... Foster's, Inc.	Bethesda ... Wm. Monroe
New Albany ... Ferris Farm Co.	Bethesda ... Wm. Monroe
Terre Haute ... McElroy's	Bethesda ... Wm. Monroe

IOWA	MARYLAND
Dexter ... The Kallan Farm	Baltimore ... Household Home & Co.
Davenport ... Hesley-Eckman	Bethesda ... Wm. Monroe
M. L. Parker Co.	Bethesda ... Wm. Monroe
Des Moines ... Youkner Bros.	Bethesda ... Wm. Monroe
Clark Farm Co.	Bethesda ... Wm. Monroe
Fox Farms	Bethesda ... Wm. Monroe
Shoemaker ... Ferris Farm Co.	Bethesda ... Wm. Monroe
Webster City ... Brat's Farm Co.	Bethesda ... Wm. Monroe

KANSAS	MARYLAND
Topeka ... The Kallan Farm	Baltimore ... Household Home & Co.
Wichita ... Hesley-Eckman	Bethesda ... Wm. Monroe
M. L. Parker Co.	Bethesda ... Wm. Monroe
Des Moines ... Youkner Bros.	Bethesda ... Wm. Monroe
Clark Farm Co.	Bethesda ... Wm. Monroe
Fox Farms	Bethesda ... Wm. Monroe
Shoemaker ... Ferris Farm Co.	Bethesda ... Wm. Monroe
Webster City ... Brat's Farm Co.	Bethesda ... Wm. Monroe

KENTUCKY	MARYLAND
Bowling Green ... Frostfoot	Baltimore ... Household Home & Co.
Bowling Green ... Standard Farm Co.	Bethesda ... Wm. Monroe
Bowling Green ... Delavan Farm Co.	Bethesda ... Wm. Monroe
Bowling Green ... York Farm, Co.	Bethesda ... Wm. Monroe

Louisiana	MARYLAND
New Orleans	Marion Block's

MASSACHUSETTS	MARYLAND
Boston ... Atherton's	Baltimore ... Household Home & Co.
Boston ... Pane Furniture Co.	Bethesda ... Wm. Monroe
Springfield ... Forbes & Whittle, Inc.	Bethesda ... Wm. Monroe

MICHIGAN	MARYLAND
Detroit ... J. L. Wetherow Co.	Baltimore ... Household Home & Co.
Huronville ... Marsteller's	Bethesda ... Wm. Monroe

MINNESOTA	MARYLAND
Minneapolis ... J. W. Johnson Co.	Baltimore ... Household Home & Co.
Minneapolis ... Standard Farm Co.	Bethesda ... Wm. Monroe

MISSISSIPPI	MARYLAND
Hattiesburg ... Pioneer Farm Co.	Baltimore ... Household Home & Co.
Meridian ... Meekins	Bethesda ... Wm. Monroe

MISSOURI	MARYLAND
Kansas City ... Duff & Rees, Inc.	Baltimore ... Household Home & Co.
Kansas City ... L. E. Lewis & Thorne	Bethesda ... Wm. Monroe
Kansas City ... S. Fox & Co.	Bethesda ... Wm. Monroe
Kansas City ... The Golden Rule	Bethesda ... Wm. Monroe

MISSOURI	MARYLAND
St. Louis ... S. Fox & Co.	Baltimore ... Household Home & Co.
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St. Louis ... S. Fox &	



HOLLYWOOD SUNSET

The lonely little man in this photograph by Allan Grant is painting the sky yellow for M-G-M. He is standing not on the water but on a narrow strip which separates the company's private "lake" from the backdrop beyond. The lake is 300 by 300 feet and 27 inches deep, and some of the most spectacular sea scenes of all time have been filmed on it in miniature.

For *Malaya*, 6-foot destroyer models were set afloat in the water, and tropical forests were painted on the backdrop. The man in this picture was yellowing it over for use in a Technicolor musical as a background sunset for a miniature boat. But M-G-M decided in the long run to build a life-sized boat and use the real sky. So the yellow paint was put on in vain.

PERFECT FOR PARTIES—INDOORS OR OUT—
BE SURE TO GET PLENTY OF PEPSI!

More Bounce to the Bounce



(And you get a big, big bottle, too!) WHY TAKE LESS...WHEN PEPSI'S BEST!

ON TV—Pepsi-Cola's BIG, NEW ½ hour FAYE EMERSON SHOW weekly over CBS-TV. ON RADIO—Pepsi-Cola's PHIL REGAN SHOW weekly over CBS.

A WAY OF LIFE WITH NEIGHBORS



METROPOLITAN LIFE'S PARKMERED DEVELOPMENT IN SAN FRANCISCO HAS TWO KINDS OF DWELLING: CONVENTIONAL APARTMENTS AND (FOREGROUND) GARDEN APARTMENTS

U.S. RESTLESSNESS AND MASS BUILDING HAVE PRODUCED A MASS LIVING PATTERN

PHOTOGRAPHED FOR LIFE BY ANDREAS FEININGER

In the selection of their habitations Americans are curiously perverse. If they are born in the country they dream of moving to the city from which, if they win success, they can retire to the country. But if born in the city they dream of a little place in the country which, once the children have grown up and married, they are happy to abandon for a little flat in the city. The result of this national restlessness is that at some time or other in their lives most Americans find themselves occupying one of a series of small cells, geometrically vertical or horizontal, a kind of housing which has been an American specialty since the Pueblo Indians originated it around 1030.

Once ensconced in his cell, the American finds himself surrounded by neighbors, a species which is as clearly divisible as the cast of a Western movie

into Good Guys and Bad Guys. Good Guys cheerfully loan cups of sugar and mind the baby when there's a good double bill at the Bijou; Bad Guys stage beer parties on whatever night the family decides to go to bed early. Sometimes, however, and with increasing frequency due to certain socio-economic trends discussed in the following pages, a citizen discovers that virtually all his neighbors are as Good Guys as he knows himself to be, and that is a heartening thing. For already about a third of all Americans live in what are technically called "multi-unit occupied structures," and with the current restrictions on large individual home construction and emphasis on housing projects and Levittownlike "developments," a lot more are going to live in them, whether they are on their way in from the country or on their way out to it.





THE KADINS PAY \$74 A MONTH RENT

A CLIFF DWELLING CAN BE HUMAN

Bernard Kadin and his family, which consists of his wife Mildred and their nine-month-old daughter Laura, are among the 2,166 tenants of Ravenswood, a New York City public housing development across the river from Manhattan in the Borough of Queens. Ravenswood's congeries of cellular three-to-five room apartments, which resembled a honeycomb while they were being built in 1950 (*Life* at an average \$10,000 each), now rent for \$36 to \$50 each. Since they have one to three bedrooms and provide all utilities as well as tile baths, asphalt floors throughout and community rooms, they are a pleasant housing bargain, although they also have some drawbacks. Ravenswood is a middle-income project. This means that if and when Kadin's income tops \$6,100 (he makes about \$3,600 a year as a television repairman), the family will have to move elsewhere (they came to Ravenswood when they had to leave a lower-income project because their income exceeded its \$3,000 limit). But such strictures also yield benefits. In a city famed for the cold self-containment of its apartment occupants, the Kadins find themselves an active, widely acquainted part of a community of people of like income, age (23 to 34), tastes (television, chops and French fried potatoes, a Broadway show three times a year) and ambition (ultimately a little house in the country). Meanwhile they find their six-story cliff a snug place to dwell.



COMPLETED BUILDINGS OCCUPY EIGHT OF 38 ACRES



ALBERT AND EVELYN WATTS

BALTIMORE HOMES: ROW ON ROW ON ROW

The vague but pervasive forces of economics, geography and cultural heritage which influence local architectural styles produced in Baltimore, beginning about 1900, a stodgy, barely functional type of habitation known as the row house. Other cities have rows occasionally but in Baltimore and Philadelphia they are a specialty. Typically, the row house consists of a series of duplexes that are built wall to wall from one block's end to the other. Their virtues are



economy of space and cost; their great sin—a constricted monotony.

The rear of one of Baltimore's better rows, built in 1940 and more lavish than most (the 2700 block of Beryl Avenue), appears above. Beryl Avenue's inhabitants tend to have the uniform qualities of the architecture that surrounds them. They are skilled workmen, machinists and minor officials, mostly high school graduates, who probably make an average of

\$4,250 a year. They live quietly and respectfully, going to bed early and getting up early, almost always owning a car and a television set, not always a telephone. When, as is the case with Al and Evelyn Watts, the houses are owner-occupied, the owner lives in the first-floor unit and rents the second floor to a tenant. In a few years the Wattses will have completed the payments on their house; thereafter they will have virtually free housing since the upstairs rent

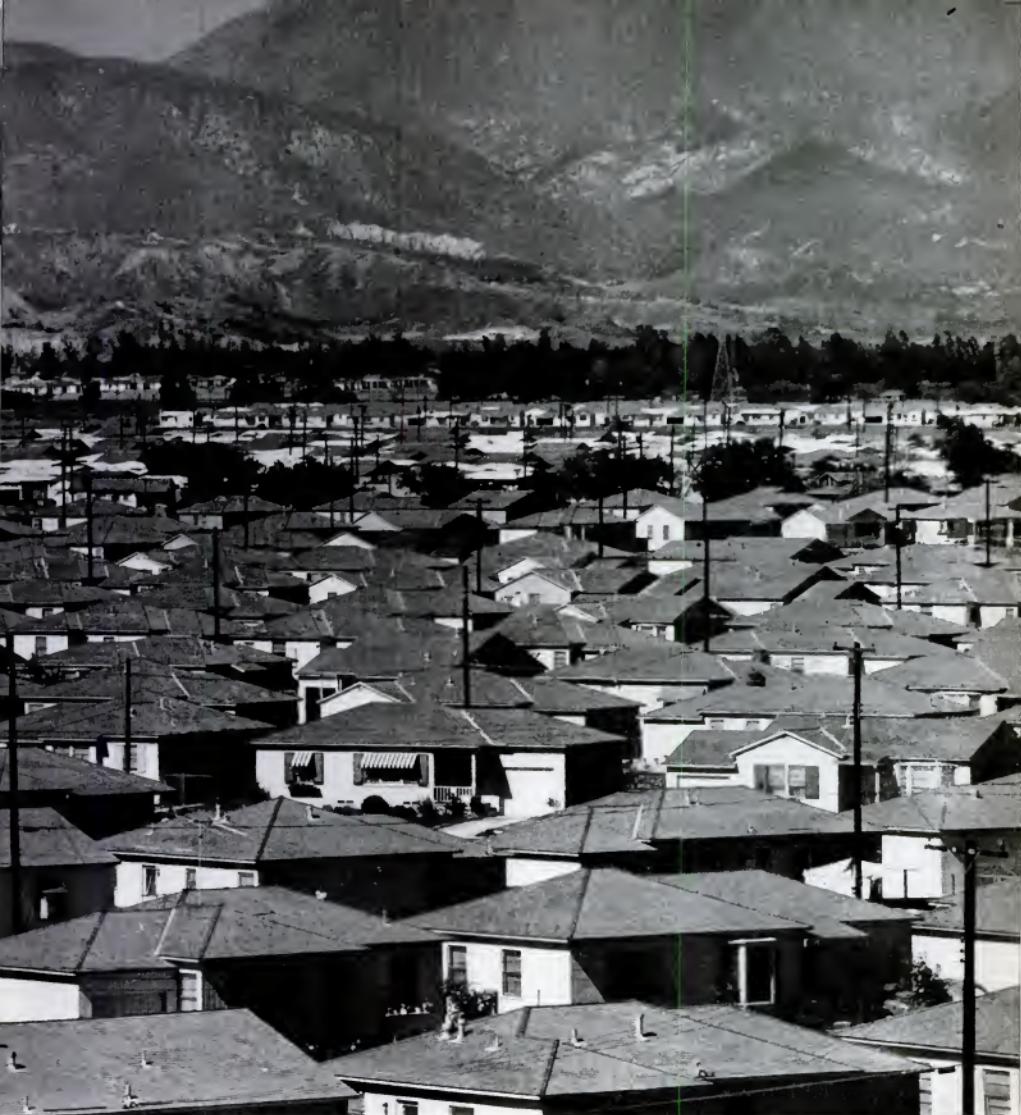
will almost cover taxes and heating. After living five years on Beryl Avenue they are well acquainted along the row, a neighborly place where people borrow each other's lawn mower and flour and help each other with commerce cleaning and cupboard building. Evenings the Wattses watch television (lights and *The Web*) in their "club cellar"; summer weekends they rent a boat and go fishing; winters they bowl. They have no desire to move from their row.



FRANK AND TERESA REYNOLDS

CALIFORNIA: NOT HAUGHTY, BUT NICE

Not all American cellular housing is built vertically in towering monoliths, or as bands of row houses. Where land is cheaper, as in many parts of the West, homes are built horizontally, in great carpets of small, almost exactly alike individual units. One such is Van Nuys Gardens, a 150-acre, 677-house development in Van Nuys, about 20 miles north of Los Angeles, that was completed 17 months after it was started in January, 1949. Van Nuys Gardens offers five-room-



and-a-garage homes, including gas range and refrigerator, and served by a good bus line, at an average \$8,750. When housing in easterner-invaded California was scarce and landlords were coldly telling prospective tenants, "Pets, yes; children, no," this looked good to people like Frank and Teresa Reynolds. Frank is a tile-setter making around \$400 a month. As a Navy veteran he could buy a Van Nuys Gardens house for \$50 down and \$62.31 a month. The Reynoldses

moved in two years ago and both they and the two children think it's pretty comfortable living. Since Teresa Reynolds prides herself on well-balanced meals for her family the shopping nearby is a big help and the kids like having a little backyard of their own. One of the best features is that Van Nuys Gardens' suburban location makes it easy for the Reynoldses to get to beaches, or to go fishing or hunting without threading through Los Angeles' tortuous

traffic. Studying the picture above, you might think the Reynoldses would have trouble finding their house, since there are only five styles of houses in all and they differ chiefly in room arrangement and exterior colors. Actually, the Reynoldses seem to have no trouble at all, and they realize that if all the houses were not as alike as autos in a production line they would never have been able to buy theirs for \$8,500 at a time when the average new home costs \$11,000.





CHARLES LEE ON GOLDEN FLATS PORCH

TENEMENTS HAVE DUBIOUS DISTINCTIONS

Of the 46 million dwelling "units"—single homes, apartments, trailers, farmhouses and other kinds of human domicile—in the U.S., statistics show that only 6% are "overcrowded" (more than 1½ persons per room), 9% dilapidated, 13% are more than 50 years old and about 2% without adequate electrification for lighting and appliances. All these distinctions, however, apply to the littered and tottering hive, deep in the heart of Chicago's noisome South Side, which was once elegantly known as the Golden Flats and which appears, photographed from its decrepit rear, at left.

It stands, if that is the word, at 107-109 West 30th Street, a three-story tenement now 57 years old and thus, by the methods of modern assessing which establish that a building depreciates 2½% a year, technically without value. Actually 107-109 houses some 50 people, who pay about \$3.50 a month a room. Most of them are elderly, like 72-year-old Charles Lee, former bus porter, and all are poor, living on pensions or part-time jobs. Some few have bathrooms in their apartments, others merely toilets, in which case the kitchen sink serves for the washing of people, dishes and clothes. Baths are taken in washtubs like those hanging on their back porches. Coal stoves heat them in winter, but there is nothing to alleviate the heat of summer. Day and night trains rumble past, at the rate of 200 every 24 hours, on the New York Central tracks a few feet away. The prevailing wind regularly wafts the sweet-sick stench of Chicago's packing houses to the Golden Flats.



ARNOLD AND LOUISE DIBBLE

THE GOOD LIFE: TREES, AIR, SPACE

What the Arnold Dibbles, and other similarly situated young families who live with them in a Birger Zamore development in Waldwick, N.J., have in the way of living quarters is what millions of Americans aspire to. It is still cellular living, but here the cells are commodious, generously insulated by trees and, more important, by intelligent site selection and land planning. The houses themselves are good-looking combinations of modern and traditional design, with



a big living room, dining room, kitchen, two bedrooms, utility room and bath. Architecture of all the houses is controlled by the builder so that there is no danger of eyesores springing up or of side-by-side duplications.

The trees were one of the things which attracted the Dibbles to Waldwick. Another was the opportunity it gave Louise Dibble to indulge her gardening hobby, impossible in the New York housing project where they had lived,

Now community garden contests, dances, camera and drama clubs are available to Louise and 9-year-old Susan Dibble, although not often to Dibble himself because of his late and irregular hours as night manager of the United Press's New York bureau. Each forenoon, Louise takes him in their Jeepster to the bus stop from which it is 45 minutes to New York; each evening he has a late (9:45 p.m. or after) dinner at home. They spend much time in their living room with

their collection of classical records but none on television because they do not have a set, although almost all their neighbors have. The Dibbles and the \$5,000-and-\$6,000-a-year salesmen, engineers and other minor executives who are their Waldwick neighbors maintain their plots, which average 60 by 110 feet, as though they were dukedoms, cherish each maple and pin oak as though it were a royal forest preserve. Their homes are their castles in a very real sense.



IN DRAWING BY MICHAEL RAMUS, MISS G.O.P., WOODED ARDENTLY BY SENATOR TAFT, STILL LOOKS HOPEFULLY TO ALOOF GENERAL IKE. PEEPING

TAFT OR EISENHOWER:

A TWO MONTHS' SURVEY OF THE REPUBLICAN SCENE FINDS THE PROS LINING UP BEHIND OHIO'S

by ROBERT T. ELSON

THE first signs of a presidential campaign come, slyly and insinuatingly, like the first signs of spring. There is something in the air: a sudden restlessness at the county courthouses, a few more job seekers turning up at headquarters, a few more bucks in the treasury, a casual argument at the bar, or the state committeeman putting down the morning paper and reaching for the telephone. "They tell me," he will say to the committeeman in the next state, "your boys are showing some interest in I.e. What are you doing about it? . . ."

Exactly how the nation's committeemen and their "boys" answer that simple blunt question, in the 11 months before next year's Republican convention, will have a lot of bearing on U.S. history for a number of years. Because the glib and gaudy speculation so garrulously manufactured in Washington contains so little pure political truth, *LIFE* for the last two months has been gathering and studying the facts from the nation's Republicans. Originally the project was conceived with a more general question in mind: How is the G.O.P. faring in 1951? But wherever Republicans were talking about the par-

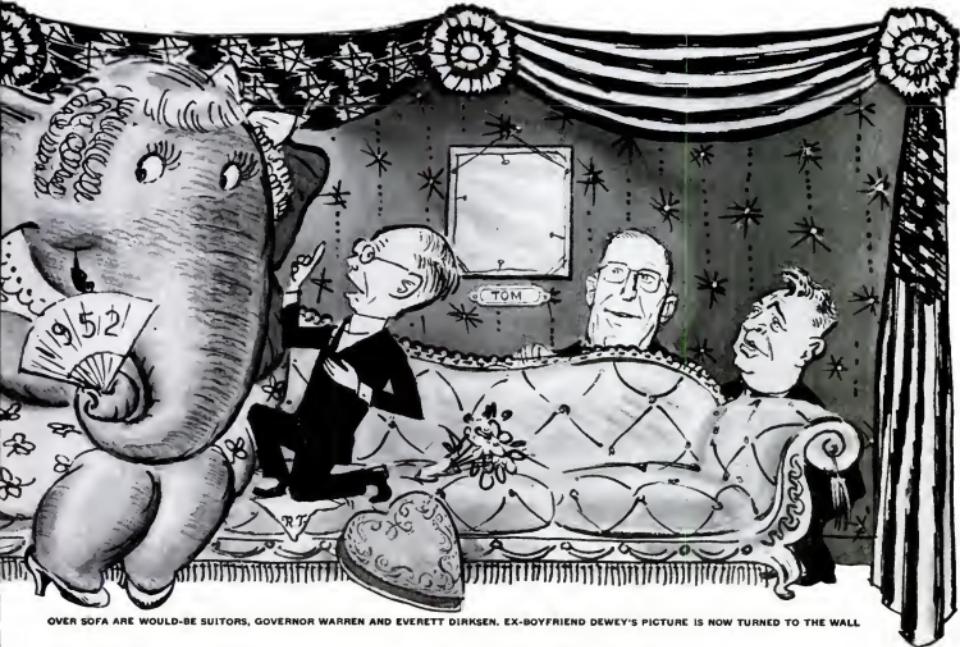
ty's future, the politicians were not discussing it in terms of party at all but of the next Republican candidate. Everywhere—in California or Maine, Michigan or Texas, Florida or Washington—Republicans almost universally assume two things. The first: whoever gets the G.O.P. nomination will be running against Harry Truman. The second: the fight for that nomination has narrowed to just two men—General Dwight D. Eisenhower and Senator Robert A. Taft.

So quickly and decisively has the choice narrowed to these two names that the Republican powers of other years are seldom mentioned and (with one exception) there are no real dark horses. This does not mean to say that there are no favorite sons; there are, and some may even be placed in nomination for various tactical reasons. None of these are now regarded as serious contenders. Among the party's biggest names, Thomas Dewey, for instance, is never discussed as a candidate; his name is merely exploited at times to arouse resentment among certain party factions in the Middle West. Harold Stassen's stature has shrunk almost to that of a mere university president; the most hope-

ful remark of his friends is that he is still young and his time may come. For California's Earl Warren there is respect, largely attributable to his command of the state's 70 delegates; but the general feeling within the party is that he belongs to California and he should stay there. The standard of General MacArthur has not been raised and no politician is now prepared to raise it. The interest in MacArthur rather centers on his attitude toward Eisenhower and whether, if he should be called upon to address the convention, his covert or open opposition to Ike could kill the Eisenhower boom then and there. The Eisenhower men pretend to dismiss the specter; privately they worry. Mr. Taft's friends naturally look to MacArthur as an ally.

The one name darkly mentioned

THE one exception to this picture—the only "horse" even darkly mentioned—is Everett Dirksen, junior senator from Illinois. Among the uninitiated in the East his name generally evokes only a wry smile of disbelief. But the professional politicians take it seriously, particularly in the Middle West.



OVER SOFA ARE WOULD-BE SUITORS, GOVERNOR WARREN AND EVERETT DIRKSEN. EX-BOYFRIEND DEWEY'S PICTURE IS NOW TURNED TO THE WALL

THE CHOICE NARROWS

SENATOR. IKE WILL HAVE TO TALK FORTHRIGHTLY AND ACT DECISIVELY TO WIN THE NOMINATION

There Dirksen, who is hailed as one of the best orators to come out of the cornfields since Bryan (he has already spoken in 21 states this year), is watched carefully by men whose hearts belong to Taft but whose brains stir with doubt that the man from Ohio could win a national election. In the struggle between Taft and Eisenhower, Dirksen must now be counted as a Taft ally. His main chance would come if the Taft forces decided they couldn't win and in an effort to stop Ike threw their votes to Dirksen. But he is treated with respect even by the Eisenhower men who see in him a vice-presidential candidate with whom they could appease the Old Guard.

The big question right now is how the Big Two stand up to one another. Their political measurements cannot be taken merely by the opinion polls (in which Taft, though leading Truman, trails Eisenhower, by a large margin). What matters is the strength of each with the party members and the potential delegates to the convention. With them Taft today is so far ahead that, were the convention held tomorrow, he could march onto the floor with at least 400 votes (600 are needed to win) and be nominated on the second

or third ballot. This means plainly that Eisenhower faces a fight demanding tougher weapons than statistical testimonials to his popularity.

The new strength of Bob Taft within the party—and it is new—has risen with the party's own spirits. "Even we Republicans," says a senator whose own confidence was restored by re-election last year, "dumb as we seem to be and experts at throwing away elections—even we ought to win this time." This new and exuberant spirit springs from the fact that the Republican arsenal seems well stocked with ammunition. The mink coats, the deep freezers, the conviction of Alger Hiss, the vagaries of U.S. foreign policy, the Kefauver committee—all these can be used against Mr. Truman. And—more positively—at the same time the Republican party seems to be bursting with the same kind of partisan spirit that carried Mr. Truman to victory last time.

To appreciate this accurately one must recall the full extent of the Dewey debacle. After that, even the party moneybags lost heart. In 1949 the Republican National Committee spent \$800,000 in a vain effort to revive

the faithful's flagging spirit while receiving less than \$60,000 in contributions. As the party treasury sagged nearer and nearer to bankruptcy, a new air of opulence enveloped the happy Democrats. So many Republican businessmen were changing the addresses on their checks that pundits Joseph and Stewart Alsop warned that prosperity might soften up the Democrats.

A little homely blood-letting

NOT only were the Republicans hopelessly beaten, but they also fought among themselves with fratricidal folly and zeal. At Omaha in 1949 the national committee quarreled so vindictively that Marquis Childs, the New Deal columnist, likened it to a Balkan government-in-exile. Those who blamed Dewey for the party's sickness called for the homely remedy of blood-letting—the blood of Dewey's chairman, Hugh Scott. A motion to fire the chairman failed by four votes. He resigned anyway six months later, and the committee elected a new man by a margin of one, thus further advertising the party's division on the nation's front pages.

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VISITING WITH IKE at his headquarters near Paris, senators find the general affable but sternly nonpolitical. Here

TAFT VS. EISENHOWER CONTINUED

The personality of the new chairman, Guy Gabrielson, seemed no more promising than the circumstances of his election. A wealthy corporation lawyer from New Jersey, he is as chilling a man as one is likely to meet in politics, and even today he has never been able quite to win over those who thought he was a poor choice in the first place. But while his administration has been plodding and unimaginative, credit is due him for substantial improvement in the party's fortunes. When he took over, he found that in the 1948 election the party had failed to take care of such elementary details as providing watchers for some 37,000 polls or filling some 400 vacant county chairmanships.

Successive defeats had left other county and state organizations in hands palsied with despair or trembling with vacillation. Gabrielson pushed the painfully slow work of pruning and reorganization. Among the elementary steps he took was to establish "Schools of Politics" to teach new party workers the simple technique of how to canvass voters and bring them to the ballot box. He pried more contributions loose from the grudging doubters.

It seemed too much to hope that these measures could help in the 1950 elections, but when the votes were counted up, it was evident that the G.O.P. had recovered a militant spirit and had made a real comeback. Key Fair Dealers were defeated in three key states—the Senate Majority Leader Scott Lucas was beaten (by Dirksen) in Illinois, Majority Whip Francis Myers went down before Jim Duff in Pennsylvania, and Bob Nixon beat Helen Gahagan Douglas in California. Of 13 Republican senators up for re-election, only one, Forrest Donnell of Missouri,

Democrat Green (seated) of the touring Foreign Relations Committee listens glumly to joke told by Republican Wiley.

was beaten. The party made a net gain of 28 in the House, recovering 26 seats lost in the Truman landslide. The party also elected 22 governors, capturing Arizona and New Mexico, long Democratic territories.

In this unexpected showing, an old lesson was taught with new impressiveness: wherever the Republicans won they did it with dreary, dogged work out on the precinct level, following through on election day by getting the right people to the polls. Nowhere was this truer than in Ohio. The prestige of the presidency, the combined forces of the Fair Deal and of labor were mustered in vain against Bob Taft. He rolled up an astounding 425,000 majority.

The Taft majority in Ohio launched anew the Taft boom for President. "On the day of his election," says Jack Martin, his executive assistant, "the Senator received more than 100 telegrams from Dewey delegates who said 'This time we're for it.' The conservative faithful who had always seen Taft as their special champion clamored with redoubled insistence that 'Mr. Republican's' personal victory entitled him to a real shot at the presidency. All of their partisan loyalty to Taft, the party man, welled up fiercely—the kind of loyalty that had stubbornly sparked Taft's last stand against Willkie in the 1940 convention. There an excited delegate had put in words the feelings of so many party workers when he seized the microphone and defiantly shouted, 'Washington casts her sixteen votes for a real Republican—Bob Taft.'

Such impassioned partisans of the "Real Republican" are stoutly undismayed by any reminder that two other Taft-for-President booms have expired. Now, pointing to the latest Taft majority, they say in triumph, "Show us another vote getter in the



"GRAY HORSE" in pre-convention race is Sen. Dirksen.



PARTY BOSS, Guy Gabrielson, helped refill treasury.

Here is some interesting news about your automobile

Just suppose you are driving at 40 miles an hour on a level road. The power, of course, comes from the gasoline you feed your motor. Yet 50% of the power generated by the motor doesn't do a thing to make your car go farther or faster, or climb a steeper hill.

Why? Because that power never gets to the rear wheels. It is used to overcome *engine friction*. And we don't ask you to take our word for it—America's automotive engineers have *proved* it.

Now, along comes a motor oil that proves it *further reduces* this engine friction. Which means the engine delivers the same power with *less gasoline*.

It's simple as ABC: The *less engine friction*, the less gas it takes to run your car.

This has been strikingly demonstrated in recent months. Hundreds and hundreds of cars—cars of all makes and ages—cars that had been using every nationally known brand of motor oil—were given the Dynamometer Test. This is a machine devised by engineers to measure the power an engine delivers to the rear wheels.

And what happened? After the oil in these cars had been changed to Macmillan, the *same power was developed with an average of 8% less gasoline*.

The minute you change to Macmillan, you'll get an increase in power and gasoline mileage. You cut down on "drag"—your gasoline "pushes" easier than before. After the second or third drain,

the average motorist gets an increase in gasoline mileage of 8%! That's because Macmillan has not only reduced engine friction but also has reduced carbon and gum deposits in the combustion chamber, on rings, valves and valve stems. This results in higher compression because of better piston seal—smoother operation, and less tendency for the motor to ping.

Do you know what this means in money? Figuring gasoline at an average of 25¢ a gallon, it means you save 2½¢ a gallon—simply by changing your motor oil to Macmillan.

That's a big saving—isn't it? Yet it's small when you realize *how much more* you save in repair bills. Because: The less friction, the less wear and tear on your car. New motors stay newer longer.

Finally, remember this Macmillan Motor Oil not only *fights friction* but *removes carbon* from your motor—cleans your motor as you drive.

Ask for this fine motor oil at independent dealers where you see the sign of the big red "M." It means Money in your pocket, Mileage in your car. Try the OIL that makes your GAS go farther!


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WALKING AND TALKING, Ike and Alabama's Democratic Senator John Sparkman stroll through NATO corridors. Ike might split the Solid South.

TAFT VS. EISENHOWER CONTINUED

party who can match his record. This time Taft can beat Truman." If only because they believe this so firmly, they must be taken seriously—for in politics as in religion, the plain weight of conviction frequently carries the day.

This conviction is buttressed not only by current polls showing Taft ahead of Truman but also by a special appraisal of Taft as a campaigner. For Taft enthusiasts believe that he could have beaten Truman last time for the simple reason that it takes a fighter to beat a fighter. This depiction of Taft as the party's best fighter is sharpened by the contrasting argument that Dewey and Warren let Truman win by default. It is a canny and effective argument, for Republican workers still smart from that stinging memory. Typical is a story told by a Midwestern chairman. "When Warren came to our state," he says, "I went on tour with him and he went from one town to another being affable and friendly but not saying one damned thing. Finally I could stand it no longer and I said to him, 'Governor, when are you going to attack the Administration?' He smiled back gently and said, 'Now don't worry, you know and I know that this thing is in the bag. Tom and I have decided not to rock the boat!' Well this time I tell you we want something to rock the boat and rock the Democrats right out of office."

This casting of Taft in the role of conservatism's doughy crusader carries his appeal well beyond the limits of the Old Guard. He has won almost as many supporters among the young Republicans as he counts among the Hoover survivors. A politician in Wisconsin who was for Stassen last time put it crudely but effectively: "By God, we want a gut fight this time," he said, "and Taft is a gut fighter."

He is cautious but not coy

SUCH pressure calling for Taft's open candidacy is, for the senator, a healthy and encouraging fact. His refusal to date to commit himself formally is not particularly coy. He is merely being cautious after two disappointments on the convention floor. More than anyone else in the party he knows how much work goes into the winning of a nomination. "My father never wanted to be President," he is once said to have told a friend, "and they gave it to him. I want to be President but just look what I have to do to be nominated."

Without the protocol of an announcement, however, Taft's campaign started when he told two friends early this spring to go ahead and sound out party opinion. Ben Tate, a Cincinnati businessman, and the senator's cousin, Dave Ingalls, who helped manage the Ohio campaign, set out on an extended preconvention canvass. Sometimes flying alone in his own Beechcraft, sometimes flying with Tate in a Grumman Mallard, Ingalls has already been in 28 states and traveled close to 30,000 miles—and he is not through yet. Ingalls is no newcomer to national politics: under Hoover he was an assistant secretary of the Navy for air and later an unsuccessful candidate for governor in Ohio. While his interest in Taft is intensely personal, he expresses it with the fervor of a man moved by the most earnest and unselfish conviction. On his trips he engagingly disclaims any intention of lining up potential delegates, but they have been lining up beside him with great alacrity. Except for one occasion he has made no speeches. In Montpelier, Vt., he was talking to the governor when they were interrupted by the message, "The house and senate have convened in special session to hear why Bob Taft should have the nomination."

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RED 1... Scramble

A telephone jangles harshly in the ready room. "Enemy aircraft, zero nine zero, 30,000. *Scramble!*" Pilots and radar-observers burst out across the flight line, buckling on gear as they race to the waiting planes. In a matter of minutes the sleek jets are thundering skyward to the attack.

Meanwhile, ground radar is tracking the intruder, guiding our defenders to the rapidly-moving, yet unseen target. The seconds tick off. Then their own radar 'scopes pick up the hot scent, and the swift fighters close in for the kill.

Fox-and-hounds in the dark at six

hundred miles an hour is no game for beginners. The steel-nerved team of pilots and radar-observers and skilled ground crews who man our all-weather interceptor bases know every play in the book, and how to use it.

Men do not master these complex duties in a day, a month, or a year. That is why your Air Force must go on painstakingly selecting, training, proving and seasoning qualified personnel for these key posts in the nation's air defenses. For whether it's only in practice or whether it's in deadly earnest ... when Combat Alert says "*Scramble!*" it's time for action on the double-quick!



READY! Skilled watchers at a well-hidden Air Defense Direction Center track the invader by ground radar and guide our all-weather fighters toward the intruder.



AIM! The radar-observer, at his 'scope in the rear seat, navigates the plane to the target. The pilot takes over, pin-pointing the enemy in his radar sights.



FIRE! On target! Still guided only by radar, the pilot fires a long burst, pulls up sharply to avoid crashing into the enemy bomber he has successfully intercepted!



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Mom knows what
hits the spot!"**



"M-m-m! Nothing Smells as Good as Coffee!"

Boy—oh-boy! What an appetizing aroma! It's the kind of smell that makes a tired man take new heart *immediately*. Everyone welcomes "time out" for coffee. It's such a wonderful way to relax.



"M-m-m! Nothing Tastes as Good as Coffee!"

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"Nothing Satisfies Like Coffee!"



It takes an average of 5 long years before a coffee tree fully matures and reaches the point of normal production.



The average tree, when it is fully developed, yields the equivalent of only $1\frac{1}{2}$ pounds of roasted coffee during a whole year.



About 3500 hand-picked coffee beans make 1 pound. Yes, that coffee, which means so much to you, represents years of effort.



OHIO REPUBLICANS Dave Ingalls and Ben Tate meet in Cincinnati to discuss the survey they made for Taft. They were pleased by the result.

TAFT VS. EISENHOWER CONTINUED

Even before Tate and Ingalls set forth on their safari, Taft had been effectively at work for himself. He was the leading member of the group which ousted Dewey's chairman and set up Guy Garrison in headquarters. His hold on the party machinery has steadily tightened and when the national committee met in Tulsa during May, the Taft men were firmly in control. Though Chicago was such an obvious choice for the convention this time that there was very little opposition, the Taft faction's tactics aggressively stamped the choice as their own. "There was no question but that we would go to Chicago next year for the convention," said one committeeman, "but the Taft boys thrust it right down our throats."

All in all, Taft's power and prestige in the organization have never been higher. He has boosted them by that kind of dogged political labor that, as all the G.O.P. is beginning to understand, is the only way to win. He has shown himself in virtually every important Republican state. He is the party's star attraction at the traditional Lincoln Day dinners and now the plush new \$100-a-plate steak frys—a successful fund-raising device which the Republicans borrowed, without leave, from the Democrats. It is true that his speeches are acclaimed by few other than the already converted; but they bring him close to his best friends—the between-election workers. In addition to the set speeches he usually also has a smaller meeting with the county chairmen and precinct workers. In Indianapolis, when this happened, he talked their kind of shop—a detailed explanation of how Republicans won in Ohio and what it takes to carry a national election. These politicians are also given by Taft's friends one assurance that may be gratuitous but certainly is gratifying: that Taft, if nominated and elected, would deal as regularly and directly with organization men as Harry Truman does with the Democrats down the street. So assured, these Republicans are going out and preaching Taft's gospel to their fellow party men with that special measure of devotion summoned by a bright vision of tangible political reward. As one national committeeman put it succinctly: "If Taft were elected, I would know everybody in his cabinet. But who in hell would I know if it were Eisenhower?"

Where Taft's strength lies

It is this zeal of G.O.P. workers in selling Taft to others that has given him his long lead. Though he has proved a poor finisher before, he has never enjoyed such a start as he has today. He begins with Ohio and can count on Illinois though her first ballot may be given to a favorite son, Everett Dirksen. Indiana will not choose her delegates until next June, but Taft seems to have the early option. In Colorado, Utah and Idaho he has powerful friends. Senator Owen Brewster has been telling Maine electors that he is the party's obvious choice. In conservative Vermont he has a mighty appeal. After Taft spoke at Milwaukee's \$100-a-plate party feast he picked up substantial support in Wisconsin, particularly from those who had gone along with Stassen last time. He already has gained the upper hand in Michigan and has a chance to strengthen it when he speaks at another \$100-a-plate dinner there in October. Southward from Tennessee his influence is as strong as it was in 1948. Since Southern Republicans are generally sustained in their Republicanism by the hope of federal patronage, they usually are



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with
½ THE RUBBING

COVERS SCUFF MARKS!
GIVES SHOES RICHER COLOR!
Black - Tan - Brown
Blue - Dark Tan
Mid-Tan - Oxblood
Mahogany - and
Neutral

Ask any G.I. about
KIWI
(Kee-wee)
SHOE POLISH



What
a
SCOTCH!



White Horse...
of course!

BLENDED SCOTCH WHISKY 86.8 PROOF
BROWNE-VINTNERS CO., Inc., New York
Sole Distributors



WAS GRANDPA CORNY?

When I was young, grandpa was so embarrassing...

If anyone questioned his pet brands, he'd take it as a personal insult.

Once, when an old crony made some slurring remarks about grandpa's favorite brand of pipe tobacco, he refused to speak to the man for two years.

But he was most embarrassing about that car of his. He'd bought it back in 1919... and from that day on, he took full credit for everything about it.

Whenever he saw another car of the same make, he'd go up to the owner like the fellow was a long-lost brother. He'd button-hole perfect strangers, and practically kiss 'em!

To a small boy it was agony... could anyone be *cornier*?

As I grew older, I began to see that having brand names you could look for and trust, wasn't a bad idea at that.

Maybe it is "corny" to think of familiar brands as old friends...

But it's good to know exactly what you're getting. It's reassuring to realize that most manufacturers of brand name products spend money for research and quality control to make their brands live up to their name.

They know the best way to make money is to make *friends*!

Every day thousands of these brands are fiercely competing for your friendship... trying to give you *more and more value and quality*.

If value, and better products, and better living are "corn," let's have more of it.

As you study the ads in these pages, remember... brand names are names of friends you can *count on*!

Whenever you buy—

demand the brand you want

Brand Names Foundation
INCORPORATED

A non-profit educational foundation

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IN MILWAUKEE Taft spoke at \$100-a-plate Republican dinner. Left to right: Senator Joe McCarthy, Carl Taylor, C.O. Wanvig Sr., Senator Taft.

TAFT VS. EISENHOWER CONTINUED

careful to wait for the luxury of favoring a sure winner. But at least half of them must be counted in Taft's corner by personal preference.

Just as this happy juncture, however, Taft and his politically wise friends don't forget to ask themselves the crucial question: how much value is there in a count of votes a year before a convention? This year this question means weighing the imponderable: into how many delegate votes can the overwhelming popularity of Eisenhower be translated? For even in Taft's strongest territory many Republicans of deep conviction still do not believe he could win a national election. And even Ingalls admits that with Taft's friends curious about Ike is very keen. The peril to all that Taft's diligent work looks as hard to ignore as it is to measure.

Against this looming threat, Taft's men can use only one line of attack within party ranks. They are striking at Eisenhower's political convictions with a series of questions designed to insinuate that the general, but for his charming smile, is politically faceless. These questions ramble something like this:

"Is the general a Republican or a Democrat? If he is a Republican why doesn't he say so?... Now how can Ike make a real effective fight against the Fair Deal when he was appointed by Truman?... Ike wasn't at Yalta when Roosevelt sold us out, but he was at Potsdam when Truman ratified the deal, wasn't he?... Wasn't it Eisenhower who held back our troops from getting to Berlin ahead of the Russians? He says so in his own book. Was he ordered to do that or was that his own decision?... Ike is popular all right but all the dope we get is that NATO is going sour—those countries over there don't want to fight and you know it. If the European mission fails where will Ike be then?... Do you want a military man for President?"

And into this cocktail there sometimes goes a strong dash of bitterness: "Have you seen Ike's picture lately—doesn't look so well, does he?"

However tasteless some of its ingredients may be, politically this is a fairly potent brew. It at least suffices to make one thing sure: if Ike wants to be President, he has to work to get there. In Michigan one politician, who now goes down the line for Taft, put it this way: "They tell me that Ike is a man who is conscious that he has a fine place in history. I gather he would like this nomination handed to him on a silver platter. Well, he's not going to get it that way—he can't have it without a fight."

While Ike to date is taking his time about joining battle, his champions—no novices to politics—suffer no such reticence. The No. 1 man for Eisenhower now is Harry Darby, for 11 years a member of the national committee and one of these Kansans who helped nominate Alf Landon. His aides and mentors are Senator Frank Carlson, former governor of Kansas, and Roy Roberts, president of the Kansas City Star. These three would have made Ike the Kansas favorite son in 1948 had he given his consent. Ever since Dewey's defeat they have clearly indicated that this time Kansas

CONTINUED ON PAGE 94

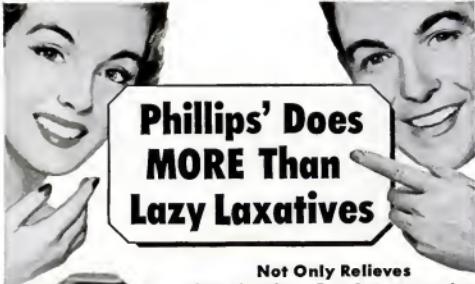


**"that PX girl couldn't handle
the rush without DIXIE CUPS**

"The Post Exchange is a mighty busy place when the fellows pour in after the day's training. But she just keeps grabbing one fresh Dixie Cup after another, and pretty soon everybody's been served! Never has to waste time dishwashing, yet we all get good clean service."



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Phillips' Does MORE Than Lazy Laxatives

**Not Only Relieves
Constipation, But Accompanying
Acid Indigestion, Too!**



Three tablespoonsful for constipation and accompanying acid indigestion! You get more constipation relief when you take Phillips' Milk of Magnesia than by any laxative, if you take Phillips'. The reason for this is that Phillips' Milk of Magnesia does more than lazy laxatives which just relieve constipation. Phillips' also relieves the acid indigestion which frequently accompanies constipation!

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TODAY
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IT'S A WORLD FAVORITE

Eyes tired?

MURINE
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- Why put up with the dull, weary feeling of tired eyes? Murine quickly makes your eyes feel good—and then you'll probably feel better. Just put two drops of gentle Murine in each eye. Enjoy a fresh, rested feeling as Murine's 7 ingredients cleanse and soothe the delicate tissues of your eyes or gently on a tear. Use Murine for regular eye care.

MURINE
FOR YOUR EYES



DEWEY ON TOUR of the Far East chats with Premier Yoshida of Japan. Junket led to speculation that Dewey might be Secretary of State under Ike.

TAFT VS. EISENHOWER CONTINUED

would nominate Eisenhower. The reason they claim this honor so ardently for Kansas has something more behind it than the mere fact of Ike's birthplace. They want all Republicans to know that Eisenhower has strong backing in the Middle West and is not being sponsored only by a group of eastern Republicans. They want everyone to understand that Eisenhower is not just another name for Dewey, as some of Taft's friends now imply.

Outside of Kansas Tom Dewey was the first Republican to promise the substantial kind of support that makes a nomination possible—New York's 96 votes, the biggest single delegation at Chicago. Right behind Dewey was his old Republican enemy, "Big Red" Duff of Pennsylvania, elected senator in 1950 after defeating the Pew-Grundy faction for control of the state G.O.P. He has lost it again so it is now doubtful if he can deliver all of Pennsylvania's 70 votes, but the senator has steadily gained influence in Washington and elsewhere in the party ranks and has become Ike's most aggressive advocate.

These three groups—Darby and the Kansans, Dewey and his friends, and Duff—have not yet set up a formal organization to seek delegates for Eisenhower. But they have agreed upon an informal plan of action. They have gone so far in committing themselves that they no longer have any doubt at all about Eisenhower's willingness to seek and accept the nomination. In going so far they are either asinine sanguine optimists—or they know that Ike is a Republican and will accept. Privately they tell other Republicans the latter; certainly they act the part. And in these men there is none of the inexpérience that marked those who went ahead on their own and made the abortive efforts to draft Eisenhower for Republican and Democratic tickets in 1948.

Proof of the polls is in the primary

FOR a long time there has been more puff than steam behind the Eisenhower campaign because so many of his friends embraced the grand illusion that his personal popularity made him politically irresistible. So confident were they that politicians were discouraged from talking about Ike's candidacy. Some, knowing Dewey's low standing in the Middle West, were openly annoyed when he committed the irreverence of openly endorsing Ike. Almost all the general's adherents hoped solemnly for a great and spontaneous popular summons. This hope was blasted by the MacArthur incident. "Until MacArthur was fired," said one astute follower, "you could feel the demand for Ike building right up. But there isn't any doubt when Truman fired Mac, he also threw a block at Ike. Then we had to wait for the reverberations to die down—not because we were worried so much about Ike's popularity but because we might accidentally involve him in the row."

Even assuming that Ike suffers no late qualms about a soldier jumping into the political arena, the circumstances attending his candidacy are tricky. Mr. Truman has said that the general is not bound to his job by any agreed term of service. But many Republicans wonder if the President couldn't at some later day pin Ike down in Europe merely by saying that the job is not yet finished. Any increase in tension along the eastern marches, or war itself, might make it impossible for Eisenhower to come home.

CONTINUED ON PAGE 98

Now Freedom needs you!



175 years ago our forefathers risked their necks and all their earthly goods to put together history's greatest declaration of a free people . . . Since then we've enjoyed a big package of freedom "for free" . . . And now Freedom needs us, lest in time to come she become no more than a worn-out word in a dog-eared dictionary . . .

How would you like to roll out of bed some dark morning and have a big palooka tell you where you're going to work that week, what your wife's going to wear, and what your kids have to do?

Don't shrug it off, sink it in—it can happen here!

The point is, we're more likely to toss Freedom away ourselves—unthinking as with an old cigarette butt—than lose it in a fight.

Over the years we have tended to become a nation of *spectators* of the things that keep us free, just as we sit at baseball games, movies, or our TV sets. In government, we have tended to become a nation of Monday-morning quarterbacks, grandstand umpires and

sideline sophisticates. Haven't we?

We watch a few others vote, then gripe because the wrong man gets in, and moral standards suffer.

We look on while the community discusses a project, then kick like steers because the new school didn't get built.

We view with alarm prices going up but don't stop to think of putting some of our excess exchange into Defense Bonds and other savings.

Here are four short words to think about:

WORK-SAVE-VOTE-PRAY

It takes doing things like that to keep Freedom solvent—and America needs 150 million people in the act. Doesn't it?

Now--Freedom needs YOU!

The Declaration of Independence was signed at Independence Hall, Philadelphia, in 1776. Here gathered the Delegates of Freedom on July 4th. They came from all over America to commemorate the 175th anniversary of the Declaration of Independence.

This is the year of re-dedication throughout America. Take a new look at Freedom, think how it works for you in your community, and help it along today as it has helped you in the past.



No other shaving cream gives you closer, cleaner longer-lasting shaves...or feels so soothing to a sunburned face*



* Sunburned? Don't wash off Barbasol...leave it on!

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**Dr. Scholl's
FOOT POWDER**

A GOOD POINT TO REMEMBER!
**SAFTHED
THUMB TACK**
GUARANTEED! PIN CAN'T PASS THROUGH THE HEAD

THE NAME FOR GAME

Marlin

Fine Guns Since 1870

THE MARLIN FIREARMS COMPANY

also makers of sensational new magnetized

**MARLIN
RAZOR BLADES**



join the
**SWING
to
SWITZER'S**



"EAT A LITTLE
LICORICE
EVERYDAY!"

TAFT VS. EISENHOWER CONTINUED

As long as he is in Europe all agree that Ike must stay aloof from politicking. But ever since he arrived in Paris the Republican pilgrims have been seeking him out. They return firmly convinced he agrees with their Republican principles—and uniformly unable to report a specific commitment on the record. Whenever talk turns toward politics and warms toward the vital subject, Ike politely interrupts and calls for one of his aides. When talk resumes, it drifts back into harmless generalities. Until now, this aloof discretion has admirably served to shield Eisenhower from the slings, arrows and poisoned darts of domestic politics. From now on, however, a stony pose as the sphinx of Paris runs the risk of confounding his supporters and comforting his enemies. Already Mr. Truman, who seems as anxious as Mr. Taft's friends to smoke the general out, has twice touched him up on politics with the all too eager help of the Washington press corps, telling the reporters to ask the general if he were a Democrat or a Republican. Meanwhile Taft's forces continue maneuvering up and down the whole Republican field without clear challenge.

Eisenhower's Republican friends say they recognize the strength of the opposition, have calculated the risks and decided that their campaign turns on a matter of delicate timing. By their schedule the period of waiting is about to end. Some weeks ago Harry Darby ventured east and an inspired series of newspaper stories appeared, reassuring Republicans that Ike was one of them and would be a candidate. Once Congress adjourns, perhaps in October, the canvass on behalf of Eisenhower with potential delegates will really begin. And before the end of the year—Ike's friends now hint—he will make it clear that he is a Republican. But on the question of Ike's own entry into the ring there is no firm answer; no one seems to know when he will ask to be relieved and therefore be free to come home and join the final push.

Ike's strength is with voters

MEANWHILE there is no question about his potential strength within the party. He starts with New York in the bag. In Pennsylvania where the party is now split, the Duff faction is committed to Eisenhower but Duff's opponents are by no means committed to Taft and might look with favor on Ike if they were persuaded he would make a real fight. In New England, New Hampshire, Massachusetts and Connecticut already look on him with favor. Though the Middle West seems solidly Taft, Eisenhower's support is breaking into the open in the states west of the Mississippi: the governor of Iowa has declared for him, and in Nebraska support for him is growing. Beyond the Rockies, Governor Warren ducks reporters and keeps his own council, but the Eisenhower men ask confidently, "Can you see him voting for Taft?" To offset Taft's lead with Southern Republicans there is Ike's enormous appeal to the Southern voter of both parties. The smartest politician now operating behind the scenes in Georgia said the other day, "Make it Eisenhower vs. Truman and I won't answer for the South." If Eisenhower were nominated on the Republican ticket, the Republicans could conceivably take both Florida and Texas, and independent slates of electors might be named in Alabama and South Carolina.

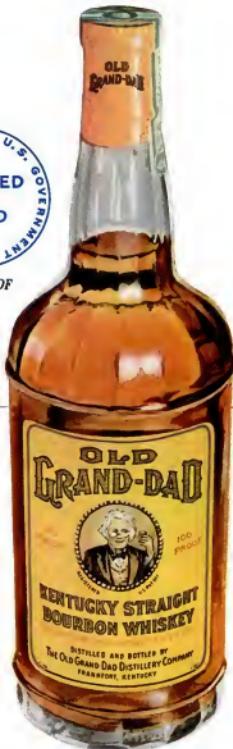
To prove Ike's fabulous political potential, his friends plan to enter his name, or an Eisenhower slate, in as many presidential primaries as seems desirable, except those of Ohio, California and Illinois. The first of these primaries will be held in New Hampshire on March 11, the latest in South Dakota on June 3. To do this on the scale now proposed they will have to have his formal approval early in the new year. In Wisconsin, for instance, a new state law requires an affidavit of consent to be filed not later than Feb. 29 before any name can be entered in the primary.

If Ike performs as expected in any major primary, half of his convention battle might be over before it has really begun. He could more than offset Taft's current standing with the rank and file of party workers by proving to the actual candidates that his strength could carry them and the party to a national sweep. For the Republicans the Senate particularly presents a difficult problem. There the party must hold the 19 Republican seats that are up for re-election and also take at least three from the Democrats. The task of holding all the Republican seats will be difficult and the job of taking others from the Democrats even more so. Of the 13 Democratic seats at stake nine seem to be beyond Republican reach, 6 of them being in the South. The best chances for Republican gains lie in Michigan, West Virginia, Wyoming and Connecticut. All will be tough fights. In Michigan, for instance, Blair Moody, a personable newspaperman who turned Democrat when he was appointed to Vandenberg's seat, has proved a formidable campaigner. Out West in Wyoming, O'Mahoney is regarded as a great national figure.

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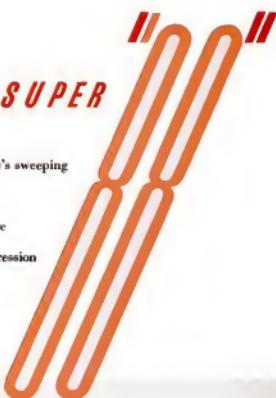


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"Rocket" Engine more economical than ever! Try the new Super "88"*

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SUPER



Above, Oldsmobile Super "88" 2-Door Sedan. *Hydra-Matic Drive optional at extra cost. Equipment, accessories, and trim illustrated subject to change without notice.

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TAFT VS. EISENHOWER

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**Get FAST RELIEF with
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No unmedicated powder can relieve your sore or itching toes as Ammens Powder does!

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FREE trial size can. Write today to Dept. L-81, Bristol-Myers Co., Hillside, N. J.
(Offer limited to U.S.A.)

AMMENS *Medicated* Powder

LET'S EAT!

A black and white photograph of a man with dark hair, smiling broadly. He is wearing a light-colored shirt and a dark bow tie. The background is dark and out of focus.

**NO FEAR OF
ACID INDIGESTION,
HEARTBURN, NOW!**

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

in Washington and will not be lightly discarded. In Connecticut and West Virginia impressive labor support can be marshaled for the Democrats. Meanwhile in the House the seats which mean control lie in borderline districts where the shifting vote of 4 or 5 percent of the electorate is decisive. Is their happy rush to embrace a candidate who could prove in the primaries his ability to produce the winning margin everywhere, convention delegates and party work horses could silence their concern about Ike's role at Potsdam with startling speed?

There is no way to predict safely today the political environment in which the Republican convention will assemble a year hence. The simplest speculation moves in dizzying spirals. If for the next 12 months the world finds itself at rest, the G.O.P. leaders, big and small, may well find themselves preoccupied simply with the bread-and-butter of politics—business, wages, prices—and in this case the odds ordinarily would be long on Taft. If there is a great state of alarm abroad, then foreign affairs will dominate the scene and the odds should be long on Ike. Yet just such an alarm in Europe might pile down there.

There are certain concrete facts. The first and most crucial of these is that there seems virtually no chance now that the Republicans will turn unanimously to Ike and draft him. If he wants the nomination, he and his friends must be organized to fight in a professional way with an extensive canvass to line up delegates well in advance. This means the entry of the general's name in the major primaries and the active support of his ticket. Such campaigns cannot be carried out successfully with his passive consent; they will require his active participation.

Participation signifies much more than the mere exploitation of the general's admitted popularity; nor can he stand wholly on his record as one of the great captains of our time. He faces, in Mr. Taft, an opponent who has clearly defined, over a long period of time, a coherent and comprehensive domestic program for the Republican party. While the senator has been widely criticized for his opposition to the Administration on foreign affairs, nonetheless he has on the whole gone along with the main outlines of the so-called bipartisan foreign policy. It is possible to criticize much of Mr. Taft's program, easy to criticize some of it. But it has been forced artificially by a man not likely to be stunned, or even hurt, by an opponent's soldierly silence.

If General Eisenhower, as so many Republicans hope, is now to take over leadership of their party, he will have to speak up for it plainly. He will have to explain where he agrees and where he differs with Mr. Taft. He will have to rally more real professionals to his campaign and see that they pursue delegates professionally. He will have to specify policies of his own if he is now to win the confidence not only of the G.O.P. but also of the nation.



CONGRESSMEN visiting Ike in Paris, as seen by Cartoonist Herblock, pay more heed to coming election than to European strategy.

**DON'T
SLEEP IN AN
OVEN**



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WITH A FEDDERS
ROOM AIR CONDITIONER**

Sleep soundly... wake refreshed and alert in muggiest weather with a Federal unit in your bedroom window! A real electrically refrigerated system. Cool and dehumidifies the air, filters out dust and pollen... a boon to hay fever sufferers... keeps rooms cleaner. This compact, handsome cabinet fits in your window sill, plugs in like a radio. No building alterations, no water connections. Exclusive finger-tip control sends cool air in any direction... never a draft! Mail coupon today for full details.



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Please send me your interesting 12-page illustrated
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BEFORE A GATHERING STORM two 12-meter boats fight out a close finish in front of judges' stand on Garnholmen Island. *Diva III* (left), owned by Johan Sommerschield of Oslo, beat the *Norsaga*, owned by U.S. Ambassador Charles Ulrick Bay, by six feet. Storm broke a few minutes after this picture was taken.



HORIZON OF SAILS appears after the fleet raises its ballooning spinnakers and comes driving before the wind down the course to the finish line (flag at right).

Life Goes to A Rough Regatta TARS, ROYAL AND COMMON, FIGHT HEAVY SEAS IN NORWEGIAN FJORD

Off the tiny island of Hankø in Norway's Oslofjord, the waves pile up 15 feet high. In these icy waters, lying in the same latitude as Hudson Bay, the weather is often as rough as on the open Atlantic. Fighting these waters is Norway's national pastime, and its climax comes every year during the Royal Norwegian Yacht Club's Hankø International Regatta. This year 150 boats, including some U.S. visitors, speckled the horizon with sails. Most important of the contestants were Norway's two royal princes and princesses, who have been brought up in boats. For four days the sailors plunged out into winds that reached 27 knots, split their sails, splintered their masts and got thoroughly soaked. When the regatta was finished, there was plenty of repair work for the shipyards, but there were also 170 prizes, of which the royal family got seven. King Haakon, now 79, watched the regatta for a while from a rocky dollop of land in the fjord, but the dampness finally drove him back aboard his heated diesel yacht.



HULL DOWN in heavy seas, one contestant boils along on the windiest day of regatta. This is about as much as small boat skippers saw of each other during race.



BUSY CREW hauls at the lines aboard U.S. Ambassador Bay's *Norsaga*. On this day the *Norsaga*'s skipper was foiled by the tricky winds, crowded on too much

sail, strained the rigging, then shortened sail, whereupon in the resulting chaos the other boats passed him. So Bay quit, went ashore for a much-needed drink.

You are invited to join these 20 famous men in one of the world's most distinguished clubs

LUCAS BEERE
GEORGE BIDDLE
LOUIS BRONFIELD
LOUIS CALHERN
FRANCIS GROVER CLEVELAND
ELY CULBERTSON
THE DUKE DI VERDURA
DENIS CONAN DOYLE
MAL GEORGE FIELDING ELIOT
SIR CEDRIC HARDWICKE

DENNIS KING
PAUL LUCAS
LAUBITZ MELCHIOR
THE MARQUESS OF MILFORD HAVEN
ROBERT MONTGOMERY
WILFRED PELLETIER
EDEO PINZA
NORMAN ROCKWELL
ALBERT SPALDING
JAMES THURBER

• These members of the world-famous After-Shave Club know the importance of paying attention to their appearance. They put a dash of after-shave lotion on their faces every morning. It's stimulating and refreshing—helps keep a young, healthy appearance.

Why don't you, too, make a point of taking a young man's care of the details that keep up your appearance! You will find that when you look your best, you feel your best . . . do your best. Join the After-Shave Club . . . use Aqua Velva tomorrow morning.

POLO
DIPHTHERIA
MALARIA
SMALLPOX
TB.
TYPHOID
DYSENTERY

THESE DEADLY PESTS CARRY THEM ALL!

For the Sake of Your Health

KILL THEM

NEW HUDSON NEBULIZER

Kills Common Pests...Quickly,
Surely, Economically

Based on Independent Laboratory Test.
Many authorities suspect the common fly of carrying Polio virus.

H. D. HUDSON MANUFACTURING COMPANY
589 East Illinois Street, Chicago 11, Illinois

Regatta CONTINUED



NASTY JOB IS PERFORMED BY CREWMAN OF INTERNATIONAL



CROWN PRINCE OLAV'S DISMASTED BOAT WALLOWS IN SEA AS



ANOTHER BOAT IS RESCUED AS OWNER SITS, DISCONSOLATE



WHO GOES OUT ON NARROW BOW IN HEAVY SEA TO LOWER JIB



LAUNCH COMES TO RESCUE. HE GOT NEW MAST OVERNIGHT



AND WET, AMIDST WRECKAGE AFTER WINDS BROKE HIS MAST

CONTINUED ON NEXT PAGE



If your car feels like this...
it's time for MARFAK
chassis lubrication



That cushiony feeling
lasts longer with-



Get Marfak lubrication now. And 1,000 miles or more later, Marfak will still be on the job fighting wear and friction. Marfak is longer lasting! It's adhesive and tough. Resists jar-out and wash-out. You can tell by that "cushiony" feeling that lasts! Get Marfak lubrication from your Texaco Dealer, the best friend your car ever had.

THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



Don't take chances with ATHLETE'S FOOT



-it can be serious!

Guard against Athlete's Foot with Absorbine Jr. and the "Wet-Dry" method!

- Don't wait for red, burning toes to make you realize you have painful Athlete's Foot! At the first sign of a crack between the toes, start using the Absorbine Jr. "Wet-Dry" method. Its "wetting" action removes flakes of dead skin and stale perspiration products

and allows Absorbine Jr. to kill all the Athlete's Foot fungi it can reach. Its "drying" action helps heal the cracks.

During these hot months use Absorbine Jr. every day as a precaution. Wonderful, too, for non-poisonous insect bites, minor sunburn. Only \$1.25 a long-lasting bottle at all drugstores. For free sample bottle, write W. F. Young, Inc., 403 Lyman St., Springfield 3, Mass.

America's No. 1 Relief for Athlete's Foot

Also used by thousands for comforting relief from sore, aching muscles, neuralgic and rheumatic pain



ABSORBINE JR.



NEWEST, EASIEST dog cleaning idea in modern times! Sergeant's Liquid Skip-Bath. No tubs, suds, or muss. All you do is: 1. Sprinkle Skip-Bath on your dog, or on cloth and apply. 2. Rub in well. 3. Wipe dry. Your dog is clean, sweet and flea-free, too. Get Sergeant's Skip-Bath at drug or pet store — today. Only 79 cents. Another of the famous Sergeant's® Dog Care Products.



LANDLOCKED YACHTSMAN, whose boat was disabled by the winds, follows the course of the race through binoculars from rock near judges' stand.



A WINNER, Per Corneliusen, gets his prize from Olav. Each winner bowed politely before prince at presentation ceremonies, but this one outdid himself.

Medal of Honor



Private First Class Melvin Brown, of Mahaffey, Pennsylvania—Medal of Honor for valor in action near Kasan, Korea, September 4, 1950. Stubbornly holding an advanced position atop a wall, Pfc. Brown stood off attacking North Koreans until all his rifle ammunition and grenades were gone. When last seen he was still fighting—with only an entrenching shovel for a weapon—rather than give up an inch of ground.

Never forget the devotion of Melvin Brown!

Now, this very day, you can help make safer the land he served so far "above and beyond the call of duty." Whoever you are, wherever you are, you can begin buying more . . . and more . . . and more United States Defense* Bonds. For every time you buy a bond you're helping keep solid and stable and strong the country for which Private Brown gave everything he had.

And remember that *strength for America can mean peace for America*—so that boys like Melvin Brown may never have to fight again.

For the sake of Private First Class Melvin Brown and all our servicemen—for your own boy—buy more United States Defense Bonds—now. Defense is your job, too!

Remember that when you're buying bonds for defense, you're also building a reserve of cash savings. Remember, too, that if you don't save regularly, you generally don't save at all. So go to your company's pay office—now—and sign up to buy Defense Bonds through the Payroll Savings Plan. Don't forget that now every Series E

Bond you own automatically goes on earning interest for 20 years from date of purchase instead of 10 as before. This means, for example, that a Bond you bought for \$18.75 can return you not just \$25 but as much as \$33.33! For your country's security, and your own, buy more United States Defense Bonds now!

***U.S. Savings Bonds are Defense Bonds - Buy them regularly!**



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From LIFE, August 11, 1941, by Bob Landry

WHAT'S IN A PICTURE . . .

It happens that she is instantly recognizable. But whether her name is Khan, or Kahn, or Connie doesn't really matter.

Lissome, lithe, perfumed, she is the superbly-sculptured embodiment of our age's concept of feminine perfection, brown-black tresses glossy and fragrant, lambent eyes aware yet unprovocative.

To the male she is a materialized memory: the incredible girl another, luckier fellow brought to the Senior Prom a few years back.

To a woman she is deadly: the one person—of all others!—not to stand next to. (*But how would I look, kneeling on that shiny satin, sheathed in thin-lined lace, flatteringly lighted?*)

Pretty girls are as much part of today's life as the irrational bloodiness of war, the unrealities of some contemporary art, the devious channels of international politics.

A far more normal, more human, more acceptable part.

And of all pretty girls, here is she, caught by the camera's split-second magic for LIFE, the mirror of life, in unconsciously charming dishabille—so real, so live, so silken that for an instant you scent the faint perfume she has just touched to her bare shoulders.

... to see life . . . to see the world . . . to eyewitness great events

LIFE



Roping this man-eater was asking for trouble

1 "Catching a shark alive has a hitch to it—the shark may get you," writes C. C. Cahalan, an American friend of Canadian Club. "Off Jamaica's barrier reef, I watched the tell-tale dorsal fins move in on my bait. Sharks are clumsy. It wasn't hard to slip a loop around a big one. But then that quarter-ton sea-broncho, the dread White Shark of the Caribbean, lived up to his mean reputation . . .



2 "Enraged by the rope round the base of his tail, the shark attacked our boat in a furious charge. One flip of his huge tail could have overturned us, but we fended him off. Full of fight, he took off like a crazed mustang . . .



3 "Eleven feet long and every inch a killer, that shark pulled us nearly half a mile before we could boat him. Then, suddenly, he came back to life, slashed at us with his razor-blade teeth and plunged into the water again. We finally towed him in alive, but it took a lot of doing.

4 "It's sticking your neck out to lasso a shark. But you're on safe ground when you order the host in the house. It means Canadian Club wherever I travel." Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon

— yet there is no other whisky in all the world that tastes like Canadian Club. You can stay with it all evening long . . . in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



4 "It took only five words—'the best in the house'—to have the waiter back at the beautiful Tower Isle Hotel bring out my favorite whisky—Canadian Club!

IN 87 LANDS... THE BEST IN THE HOUSE

"*Canadian Club*"

6 YEARS OLD
90.4 PROOF

Imported in battle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



In **FATIMA** the Difference is QUALITY!



Elegant — distinctive —
with a truly different flavor
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FATIMA continues to grow
in favor among long cigarette
smokers everywhere.

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NANCY KELLY
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JACK WEBB
Star of "DRAGNET"



MARY SCOTT
(Lady Hardwick)
Theatre and TV Star

FATIMA — BEST of All Long Cigarettes

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